PATTERN BOOK

Armstrong's Linoleum

Armstrong's Quaker Rugs *and* Floor Covering

1929

Reference Table

ARMSTRONG'S LINOLEUM, ARMSTRONG'S QUAKER RUGS AND FLOOR COVERING, AND STANDARD FELT

Name of Grade	*Pattern Numbers*	*Page*
Applikaid Linoleum	(15000–15032)	1B
Plain Linoleum	(20–29)	2
Cork Carpet	(31–33)	2
Jaspé Linoleum	(T11–19)	3
Inset Jaspé Linoleum	(J11–J14)	3
Handmade Marble Inlaid Linoleum	(60–99)	4–6
Marble Border Linoleum	(02–03)	6
De Luxe Marble Inlaid, A Gauge	(13000–13083)	7–8
De Luxe Marble Inlaid, B Gauge	(14000–14061)	8–9
Straight Line Inlaid, A Gauge	(203–471)	10–11
Straight Line Inlaid, D Gauge	(0112–0293)	12
Straight Line Inlaid, Z Gauge	(1500–1570)	13
Embossed Inlaid, 3/16-inch	(1100–1112)	14
Embossed Inlaid, A Gauge	(6005–6102)	15–16
Embossed Inlaid, B Gauge	(3016–3176)	17–18
Moulded Inlaid, B Gauge	(3185–3197)	18
Embossed Inlaid, C Gauge	(5027–5226)	18–19
Moulded Inlaid, C Gauge	(5006–5460)	19–20
Granite	(5–6)	21
Oak Plank Inlaid	(10)	21
Parquetry Inlaid	(511–520)	21
Permanent Laying Increases Sales		21
Arabesq Linoleum	(9000–9342)	22–23
Printed Linoleum, Accolac Process	(8015–8962)	23–26
Printed Linoleum, Standard Finish	(7074–7322)	26–27
Jaspé Linoleum Rugs	(705–767)	28–29
Inlaid Linoleum Rugs	(1010–1041)	29
Printed Linoleum Rugs	(800–992)	30–31
Stair and Passage Cloth	(100–111)	31
Jaspé Stair and Passage Cloth	(S120–S133)	31
Armstrong's Quaker Rugs	(4570–4662)	32–34
Armstrong's Quaker Floor Covering	(2050–2372)	34–37
Standard-Felt Rugs	(4005–4181)	38–39
Standard-Felt Floor Covering	(12002–12112)	39–40
Armstrong's Rug Display Rack		40
Armstrong's Quaker Passage Cloth	(P200–P203)	41
Felt-Base Rug Border	(50–57)	41
Shipping Weights		42
List of Armstrong Jobbers		Inside Back Cover

Copyright, 1928, Armstrong Cork Company, Floor Division, Lancaster, Pa., U. S. A.

Armstrong Floor Line for 1929 Shows Greater Strength Than Ever with Patterns for Every Purpose

THERE are 464 designs in the 1929 Armstrong Line, 212 presented for the first time. The technical skill of experienced designers, the expert knowledge of recognized architects and decorators, the enthusiasm of art school students, and the advice of Armstrong wholesalers and retailers have all played their part in making the new line one of outstanding interest.

As you look over the 1929 Line, you will catch the spirit of tomorrow in the patterns—vigorous color, a suggestion of the modernistic in line and treatment. And you will find many designs to satisfy your customers' increasing appreciation of the importance of color and modern art in the satisfactory decoration of their homes.

Armstrong Line for 1929

464 PATTERNS—212 NEW

12 patterns (all new) in Applikaid Linoleum
9 colorings in Plain Linoleum
3 colorings (1 new) in Cork Carpet
9 colorings (2 new) in Jaspé Linoleum
4 patterns in Inset Jaspé Linoleum
30 patterns (19 new) in Handmade Marble Inlaids
2 colorings in Marble Border Inlaids
19 patterns (all new) in A Gauge De Luxe Marble Inlaids
13 patterns (all new) in B Gauge De Luxe Marble Inlaids
26 patterns (10 new) in A Gauge Straight Line Inlaids
16 patterns (7 new) in D Gauge Straight Line Inlaids
12 patterns (7 new) in Z Gauge Straight Line Inlaids
6 patterns (all new) in 3/16-inch Embossed Inlaids
24 patterns (6 new) in A Gauge Embossed Inlaids
13 patterns (5 new) in B Gauge Embossed Inlaids
13 patterns (7 new) in C Gauge Embossed Inlaids
5 patterns (all new) in B Gauge Moulded Inlaids
15 patterns (2 new) in C Gauge Moulded Inlaids
2 colorings in Granite Linoleum
1 pattern in Oak Plank Inlaid
2 patterns in Parquetry Inlaid
18 patterns (7 new) in Arabesq Linoleum
36 patterns (15 new) in Printed Linoleum—Accolac Process
16 patterns (7 new) in Printed Linoleum—Standard Finish
15 patterns (6 new) in Jaspé Linoleum Rugs
5 patterns in Inlaid Linoleum Rugs
17 patterns (4 new) in Printed Linoleum Rugs
3 patterns in Linoleum Stair and Passage Cloth
6 patterns in Jaspé Stair and Passage Cloth
26 patterns (17 new) in Armstrong's Quaker Rugs
41 patterns (19 new) in Armstrong's Quaker Floor Covering
4 patterns in Armstrong's Quaker Passage Cloth
16 patterns (8 new) in Standard-Felt Rugs
17 patterns (8 new) in Standard-Felt Floor Covering
8 patterns in Felt-Base Rug Border

Embossed Inlaids in Four Gauges

The 1929 Line is rich in original, salable features. Embossed Inlaid Linoleum, protected by the Armstrong patents, is now made in 3/16-inch, as well as the A, B, and C Gauges. Among the Embossed patterns is a new type of flagstone tile with the embossing at three levels, as well as several designs in which the interliners are marked by a pleasing irregularity in width, making them easier to match and to cut. There is a new group of De Luxe Marble Inlaids, of superior finish and density, made on the rotary inlaid machine. The new Applikaid Linoleum is also worthy of note. Practically every section of the line has been strengthened by the inclusion of unusual new designs, outstanding in interest and sales-building possibilities.

The past year has demonstrated both the sales and housekeeping advantages of Armstrong's Linoleum and Armstrong's Quaker Rugs and Floor Covering finished by the Accolac Process. The new line, with the exception of a limited selection of low-cost patterns, is finished by this superior Accolac Process, which seals the pores of the linoleum and prevents the penetration of dust and grime. The clear nitrocellulose lacquer applied by the Accolac Process enhances the beauty of the patterns, resists spots and stains, and presents a smooth surface, especially easy to clean.

Linoleum Market Is Growing

Every year finds linoleum invading more and more rooms in the modern home, and there are many designs in the new line to supply the need for colorful floors in sun porches, breakfast rooms, dining-rooms, bedrooms, and living-rooms.

Women know about Armstrong's Linoleum and Armstrong's Quaker Rugs. Month after month they read of these products in their favorite magazines and newspapers. During the fall and early winter they have been meeting the Armstrong Quaker Girl regularly through radio programs broadcast over the WJZ Blue Network. They recognize the name "Armstrong's" when they go into your store and they know that the name represents a product of high quality, backed by the guarantee of a dependable and well-known manufacturer of floor materials.

Free Selling Helps Service

There are many ways in which the Armstrong Cork Company is prepared to help retailers build a good business on the Armstrong Line. Window display materials, wall-signs, newspaper electros, booklets, lantern slides, the Armstrong motion picture film, and other sales aids are at the merchant's disposal, as well as an advisory service on merchandising problems and advertising plans.

Linoleum salesmen are urged to write for the new book, "Making Them Say 'Yes', " a readable and helpful course in floor covering salesmanship. For linoleum layers there is a new edition of the "Linoleum Layer's Handbook," and merchants are also invited to send men to the Armstrong school for instruction in linoleum laying. The advice and suggestions of the Armstrong Bureau of Interior Decoration, to which thousands of women bring their decorative problems every month, is available to your linoleum salesmen or any of your customers without cost. *Linoleum Logic* and *Rolls and Rugs*, two illustrated magazines, are published every month for the exchange of merchandising and display ideas that have been used by successful stores to increase floor covering sales.

The Research Laboratory has tested hundreds of soaps, waxes, and other products to determine the most suitable for use on linoleum, and will send you a list of approved products upon request. Tools and materials for laying linoleum, as well as Armstrong's Linoleum Wax and Armstrong's Linoleum Lacquer, are sold for the convenience of retailers who wish to buy reliable accessories from a single source.

★ Indicates patterns protected by U. S. Design Patents ★★ Indicate U. S. Design Patents Pending

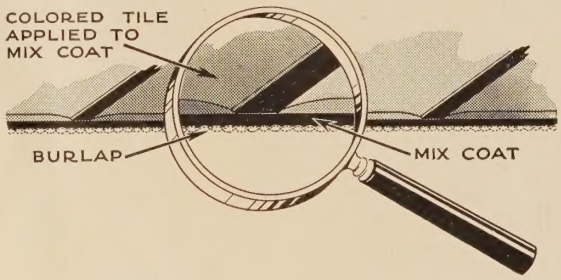
Armstrong's Applikaid Linoleum Offers a Type of Material That Provides Texture Effects at Moderate Cost

TO meet the increasing demand for linoleum floor effects that give the appearance of hand-laid tiles, and which also give it the added attraction of texture with interesting play of light and shadow, the Armstrong Line for 1929 offers a type of linoleum to be known as Armstrong's Applikaid Linoleum.

Not Embossed, Not a True Inlaid

Applikaid Linoleum *is not an inlaid* in the true sense of the word nor is it an embossed linoleum, although it has some of the characteristics of each of those types. It derives its name from the way in which it is manufactured. Upon a burlap back, which has a preliminary coating of "linoleum mix," die-cut pattern blocks are placed, and the material is then subjected to heavy pressure by calendering. This keys the blocks in position upon the linoleum mix base. In the calendering the edges of the blocks are neatly shaped so that the resulting effect is quite pleasing to the eye.

Applikaid Linoleum differs from embossed inlaids by reason of the fact that *the colors of the blocks do not go through to the burlap back.* It differs from the straight line inlaids by reason of the fact that only the linoleum mix base is used for interliners and there are no separate die-cut interlining strips between the blocks.



Thus Applikaid Linoleum has many pleasing characteristics from the standpoint of appearance and pattern, and while it may be reasonably expected to give satisfactory service in relation to its cost, it is recommended that it be sold *not as an inlaid* but as a type of linoleum that has its own characteristics and selling points.

The showing of Armstrong's Applikaid Linoleum for 1929 includes 12 especially selected designs and colorings which lend themselves particularly to this process of manufacture. It is offered in the B Gauge, .090-inch thick, two yards wide only, and is priced on a basis which will permit the retailer to secure an increased volume of sales in that portion of the market which desires textured linoleum effects at attractive prices. To those customers who want the best in true textured inlaids, the retailer will naturally recommend the artistic colorings and designs in Armstrong's Embossed Inlaid Linoleum, shown on pages 14 to 19 in which all pattern blocks and interliners go through to the burlap back.

How to Order from This Catalog

TO provide adequate service to every retailer of floor coverings in the United States, large or small, Armstrong's Linoleum and Armstrong's Quaker Rugs and Floor Covering are distributed through a wholesale organization of over 100 jobbing houses. These wholesalers maintain well-balanced warehouse stocks in 105 important cities, from Boston, Massachusetts, to Los Angeles, California; from Seattle, Washington, to Jacksonville, Florida. A list of Armstrong wholesalers and distributing points is given on the inside back cover of this catalog.

The houses which serve as wholesalers of Armstrong's Linoleum and Quaker Rugs and Floor Covering pride themselves on three points, which are of paramount importance to every retail merchant:—First, each jobber stocks patterns particularly adapted to the territory he serves. Having, over a period of years, watched the trend of public taste and the demand for certain types of patterns, an Armstrong jobber can advise his customers just which designs will sell the best. By consulting your jobber's salesman, therefore, you can get valuable advice as to the patterns in the very extensive Armstrong Line which you can most profitably put into your stock.

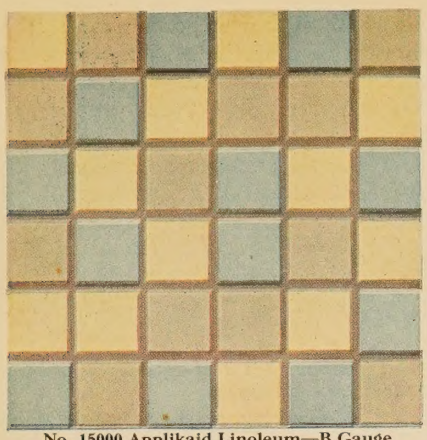
Second, Armstrong jobbers pride themselves on prompt, efficient service. Orders are acknowledged promptly, and shipped as soon as possible. The small order for one roll or one rug gets just as careful attention as does the carload order. If your jobber does not stock a pattern that you want to buy, he will make every effort to get it from the factory, and will notify you just how soon it can be had.

Third, your Armstrong jobber can help you buy smooth surface floor coverings at a saving. By concentrating your entire purchases on the Armstrong Line, and placing an order for a six-month season's requirements all at one time, you can frequently make a saving large enough to pay not only freight and other handling expenses, but also add materially to your margin of profit. The jobber's salesman who calls on you is prepared to explain the Armstrong trade discount plan in complete detail.

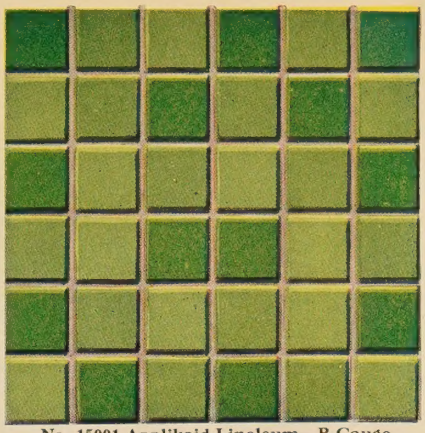
After you have looked through this catalog carefully, and marked those patterns in which you are interested, we suggest that you get in touch with your jobber to place your order for the coming season's requirements. If you are not now buying the Armstrong Line, you will find the names of jobbers serving your particular territory in the list at the back of the book.

For further information concerning the Armstrong Line of linoleum and felt-base, or the Armstrong advertising and free selling helps service, address the ARMSTRONG CORK COMPANY, *Floor Division*, Lancaster, Pennsylvania, U. S. A.

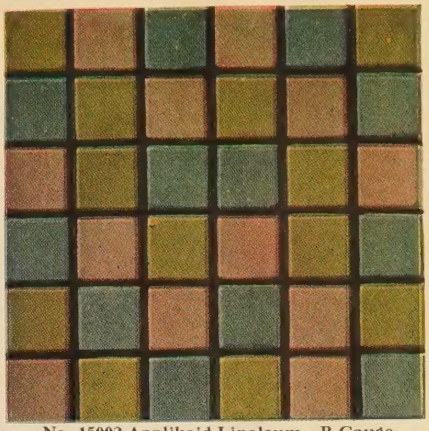
Twelve Patterns in Armstrong's B Gauge Applikaid Linoleum



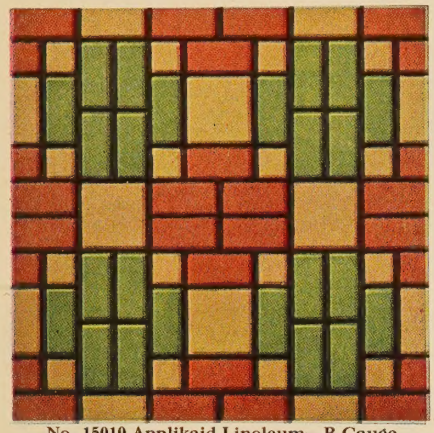
No. 15000 Applikaid Linoleum—B Gauge
(Size of Blocks—about 3″ x 3″) 2 yards wide only



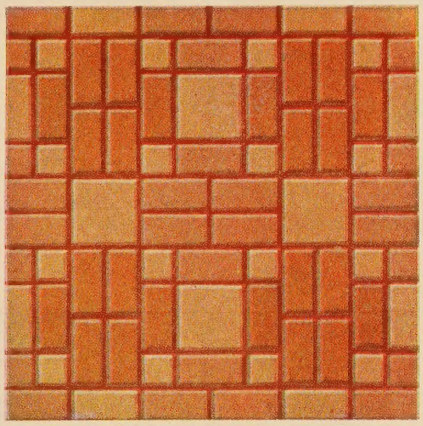
No. 15001 Applikaid Linoleum—B Gauge
(Size of Blocks—about 3″ x 3″) 2 yards wide only



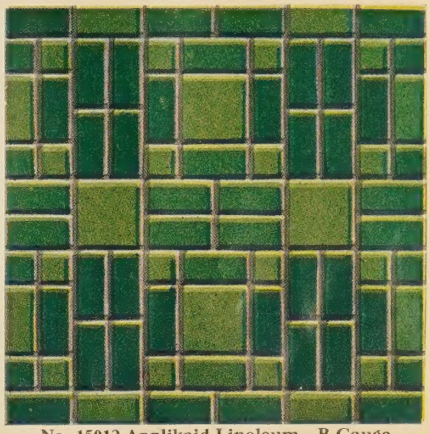
No. 15002 Applikaid Linoleum—B Gauge
(Size of Blocks—about 3″ x 3″) 2 yards wide only



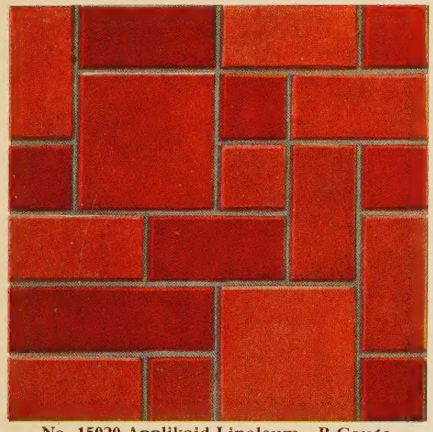
No. 15010 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



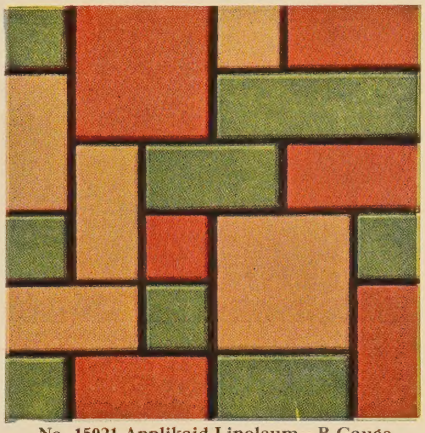
No. 15011 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



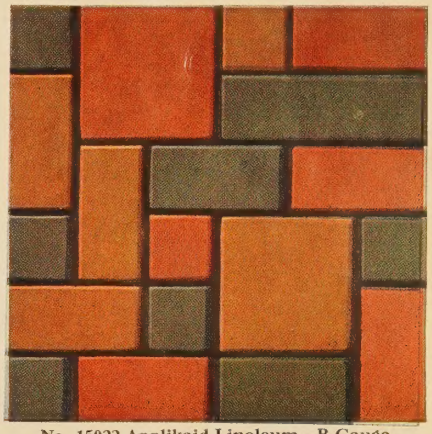
No. 15012 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



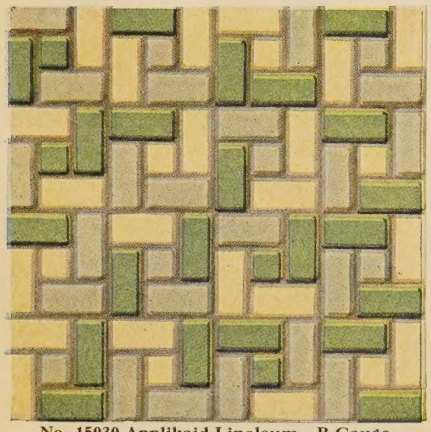
No. 15020 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



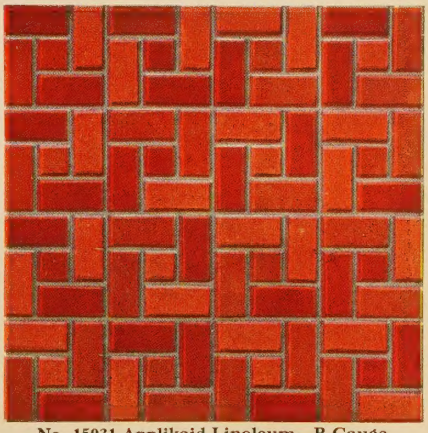
No. 15021 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



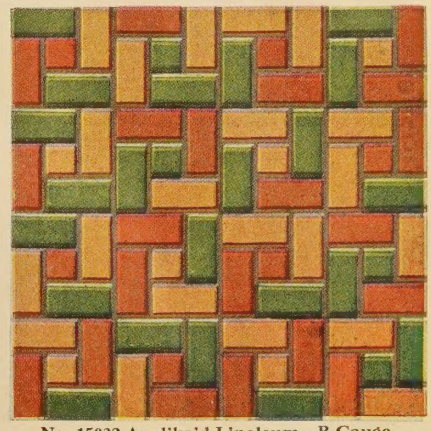
No. 15022 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 15030 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 15031 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 15032 Applikaid Linoleum—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

The New Accolac Process—What It Is and What It Does

"WHAT is Accolac?" Many merchants asked the question when the Accolac Process was first adopted as a part of the manufacture of Armstrong's Linoleum and Armstrong's Quaker Rugs and Floor Covering. Many customers have found the answer—that the Accolac Process protects linoleum against dirt and dust, effectively prevents the penetration of traffic grime, and provides a safeguard against the attack of alkali soaps and cleaners. In other words, the Accolac Process adds materially to both the sales and housekeeping features of Armstrong floor products.

As a final step in the making of Armstrong's Linoleum and Armstrong's Quaker Rugs and Floor Covering, the material is subjected to the Accolac Process, which seals the surface of the goods with a special nitro-cellulose lacquer, made under the Armstrong formula. The surface is thoroughly permeated in such a manner that the lacquer becomes an integral part of the goods, penetrating far enough to insure a permanent bond. *In no brand of linoleum on the market does the lacquer finish or process extend through to the burlap back.*

The Accolac Process does not lessen the superior flexibility of Armstrong's Linoleum or darken the colors of the pattern. In fact, the design acquires added brilliancy and lustre due to the Accolac Process. The surface is smooth, transparent, and pleasantly easy to clean. The Accolac formula was developed to provide a lacquer that is flexible, that does not peel off, one that is exceptionally resistant to alkali soaps and cleaners, and which seals the pores against the dirt present under normal traffic conditions. The finish can be renewed upon occasion by the application of Armstrong's Linoleum Lacquer, developed especially for this purpose, or protected by the regular use of a good floor wax.

All grades and patterns shown in this pattern-book are made by the Accolac Process, except the following: Plain White Linoleum and Cork Carpet (page 2), Standard Finish Printed Linoleum (pages 26 and 27), Standard-Felt Rugs (pages 38 and 39), Standard-Felt Floor Covering (pages 39 and 40), and Felt-Base Rug Border (page 41).

Plain and Battleship Linoleum

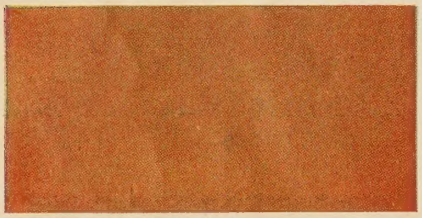
(Walton Process Only)

Fifty-mesh cork, ground finely enough to pass through a screen of 2,500 openings to the square inch; preoxidized linseed oil; laboratory tests at every stage of manufacture; the Accolac Process finish—all go to insure the superior density, smooth surface, and durability of Armstrong's Plain and Battleship Linoleum.

Gauges	Thickness in Inches	Made in Colors, Nos.	Gauges	Thickness in Inches	Made in Colors, Nos.
Battleship (¼-in.)	.250	20, 21, 22	A	.142	†23, 26, 27, 28, 29
Battleship (6mm.)	.235	20, 21, 22, 25	B	.119	20, 21, 22, †23, 26, 27, 28, 29
Battleship ($\frac{3}{16}$-in.)	.187	20, 21, 22, 25, 27	C	.095	20, 21, 22, 27
*Light Battleship.	.142	20, 21, 22, 25	D	.080	20, 21, 22, 27

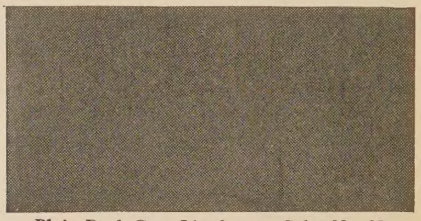
*Light Battleship is A Gauge Plain Linoleum with unpainted back. The gauge of each thickness in Armstrong's Linoleum is stamped on the back.

†Special desk-top finish, unlacquered, with unpainted back. No. 23 only.



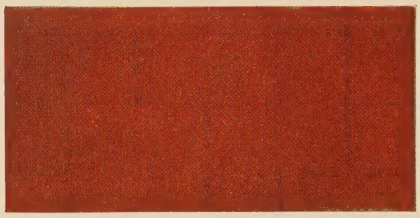
Plain Brown Linoleum—Color No. 20
2 yards wide only. ¼-in., 6mm., $\frac{3}{16}$-in., Lt. B/S, B, C, and D Gauges

Plain Green Linoleum—Color No. 21
2 yards wide only. ¼-in., 6mm., $\frac{3}{16}$-in., Lt. B/S, B, C, and D Gauges

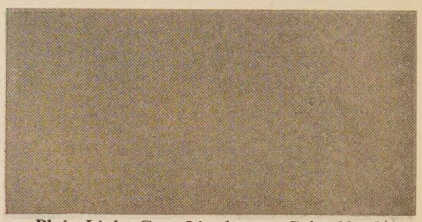


Plain Dark Gray Linoleum—Color No. 22
2 yards wide only. ¼-in., 6mm., $\frac{3}{16}$-in., Lt. B/S, B, C, and D Gauges

Plain White Linoleum—Color No. 23
2 yards wide only. A and B Gauges

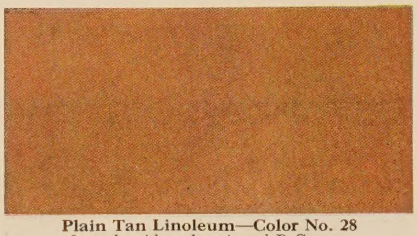


Plain Terra Cotta Linoleum—Color No. 25
2 yards wide only. 6mm., $\frac{3}{16}$-in., and Lt. B/S Gauges

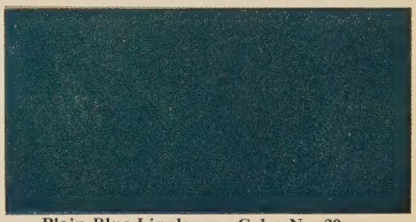


Plain Light Gray Linoleum—Color No. 26
2 yards wide only. A and B Gauges

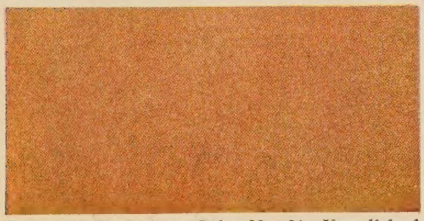
Plain Black Linoleum—Color No. 27
2 yards wide only. $\frac{3}{16}$-in., A, B, C, and D Gauges



Plain Tan Linoleum—Color No. 28
2 yards wide only. A and B Gauges



Plain Blue Linoleum—Color No. 29
2 yards wide only. A and B Gauges

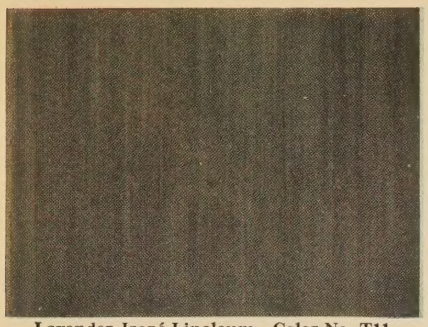


Brown Cork Carpet—Color No. 31—Unpolished
Made in XX and XXX Gauges—2 yards wide only

Green Cork Carpet—Color No. 32—Unpolished
Made in XX and XXX Gauges—2 yards wide only

Taupe Cork Carpet—Color No. 33—Unpolished
Made in XX and XXX Gauges—2 yards wide only

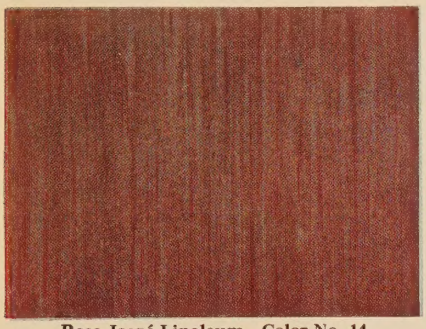
Armstrong's Jaspé and Inset Jaspé—The All-Purpose Floor



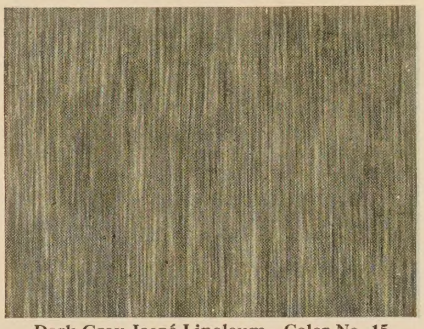
Lavender Jaspé Linoleum—Color No. T11
2 yards wide only. A, B, and C Gauges

Taupe Jaspé Linoleum—Color No. 12
2 yards wide only. $\frac{3}{16}$-in., A, B, and C Gauges

Light Gray Jaspé Linoleum—Color No. 13
2 yards wide only. $\frac{3}{16}$-in., A, B, and C Gauges



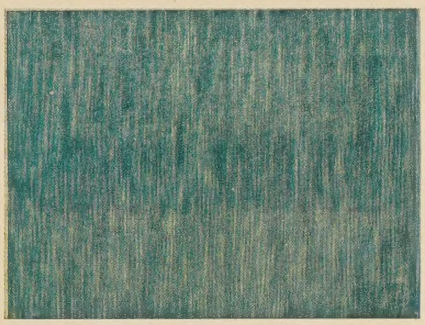
Rose Jaspé Linoleum—Color No. 14
2 yards wide only. A, B, and C Gauges



Dark Gray Jaspé Linoleum—Color No. 15
2 yards wide only. $\frac{3}{16}$-in., A, B, and C Gauges

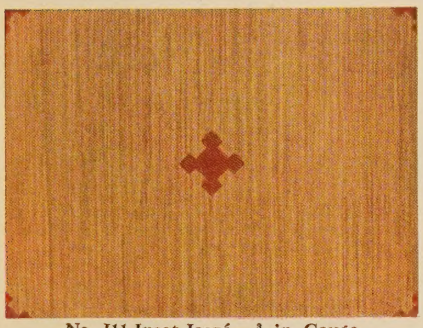
Light Brown Jaspé Linoleum—Color No. 16
2 yards wide only. $\frac{3}{16}$-in., A, B, and C Gauges

Dark Brown Jaspé Linoleum—Color No. 17
2 yards wide only. $\frac{3}{16}$-in., A, B, and C Gauges

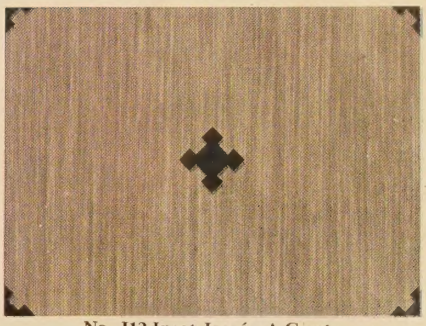


Blue Jaspé Linoleum—Color No. 18
2 yards wide only. A, B, and C Gauges

Green Jaspé Linoleum—Color No. 19
2 yards wide only. A, B, and C Gauges



No. J11 Inset Jaspé—$\frac{3}{16}$-in. Gauge
2 yards wide only

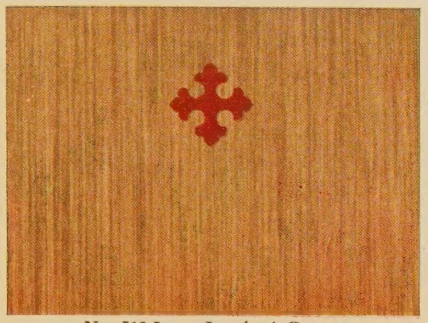


No. J12 Inset Jaspé—A Gauge
2 yards wide only

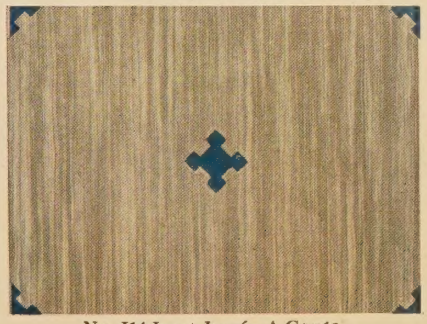
EVERY color in this serviceable floor material known as Jaspé continues to be a popular number in the Armstrong Line. This year two additional shades have been added—a warm-toned lavender (No. T11) and a subdued rose (No. 14), both of which will serve to introduce linoleum as a part of many bedroom and other residence color schemes.

Just as Armstrong's Jaspé Linoleum has enabled merchants to add to their profits by increasing residential sales, so Armstrong's Inset Jaspé helps many a store to close a doubtful business and public building contract. Three patterns in Inset Jaspé are made in the A Gauge, and one design is manufactured in the $\frac{3}{16}$-inch thickness.

The graining in Armstrong's Jaspé and Inset Jaspé is exceptionally fine. Examine a Jaspé sample. See how smooth and flexible it is, how the same variation and proportion of shade goes through to the burlap back. All Armstrong's Jaspé and Inset Jaspé Linoleum is made by the Accolac Process, and forms a particularly serviceable floor.



No. J13 Inset Jaspé—A Gauge
2 yards wide only



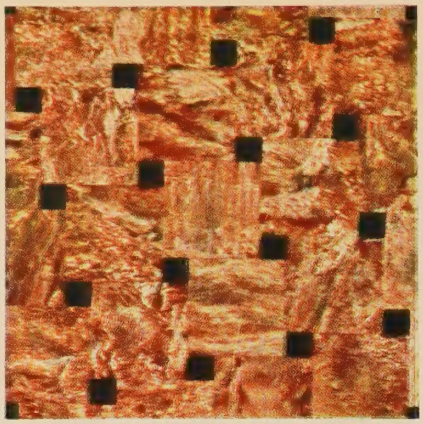
No. J14 Inset Jaspé—A Gauge
2 yards wide only

Armstrong's Handmade Marble Inlaids—Finest in Linoleum

ARMSTRONG'S Handmade Marble Inlaids, finished by the Accolac Process, are the most luxurious of linoleum floors. There are nineteen new designs this year, rounding out a line of thirty floor effects of rare distinction, sure to appeal to the discriminating taste. Certain patterns are made for the first time in the Light Battleship Gauge (.142-inch) with unpainted back. Others are made in the regular A Inlaid Gauge (.118-inch) backed with gray waterproof paint.

A floor of any one of these beautiful designs has the appearance of richly veined marble, each individual block set by hand so that the grain runs in different directions. Armstrong's Handmade Marble Inlaids are fitting backgrounds for the finest of rugs, furnishings, and appointments.

Armstrong's Marble Border Linoleum in black and cream is offered in but one width, two yards wide. Made in the Light Battleship and A Inlaid Gauges, it may be used satisfactorily with Light Battleship, A and B Gauge Plains and Jaspés, and with the Light Battleship and A Gauge Inlaids.



No. 61 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Large Block—about 8½″ x 8½″)
2 yards wide only

No. 62 Handmade Marble Inlaid—Lt. B/S Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 63 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

No. 64 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

No. 60 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

No. 65 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

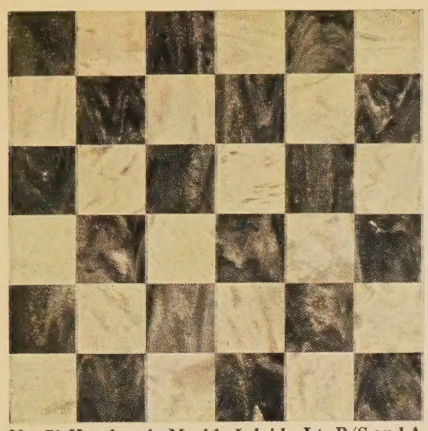
No. 66 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

No. 67 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

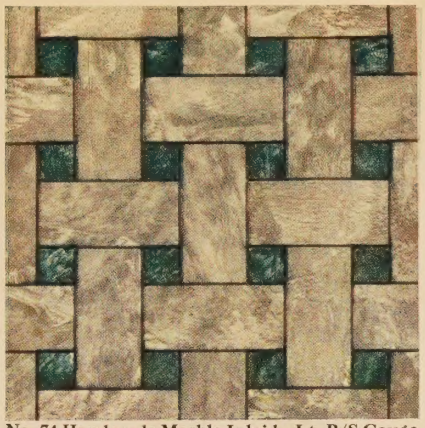
No. 68 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

No. 69 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

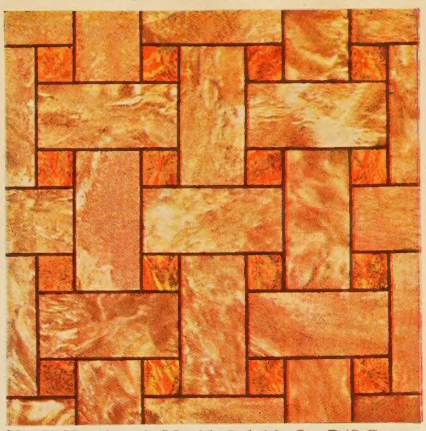
Natural Marbling and Harmonious Coloring in Every Pattern



No. 70 Handmade Marble Inlaid—Lt. B/S and A Gauges. (Size of Blocks—6″ x 6″)
2 yards wide only



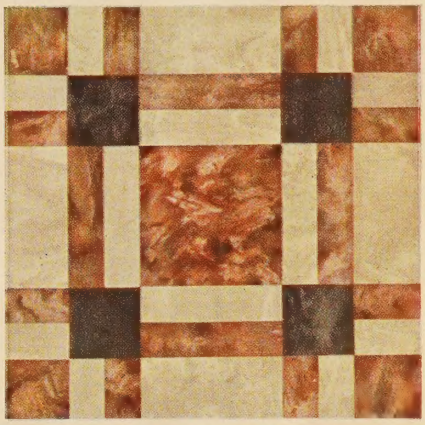
No. 74 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Large Block—about 5½″ x 12″)
2 yards wide only



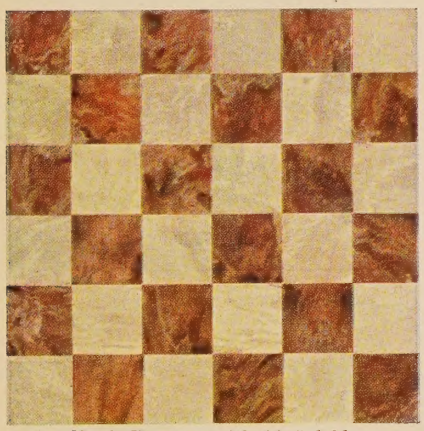
No. 75 Handmade Marble Inlaid—Lt. B/S Gauge
(Size of Large Block—about 5½″ x 12″)
2 yards wide only

No. 76 Handmade Marble Inlaid
Lt. B/S and A Gauges. (Size of Blocks—12″ x 12″)
2 yards wide only

No. 79 Handmade Marble Inlaid
Lt. B/S and A Gauges. (Size of Blocks—6″ x 6″)
2 yards wide only

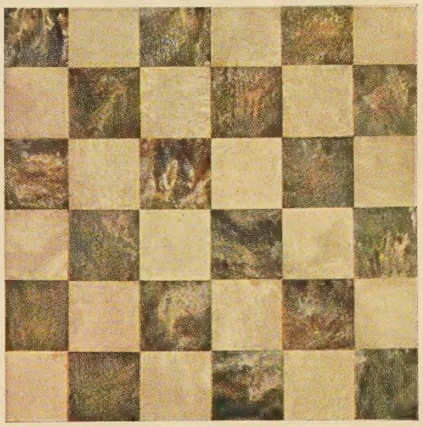


No. 80 Handmade Marble Inlaid
Lt. B/S and A Gauges
(Size of Large Blocks—12″ x 12″) 2 yards wide only



No. 83 Handmade Marble Inlaid
Lt. B/S and A Gauges. (Size of Blocks—6″ x 6″)
2 yards wide only

No. 84 Handmade Marble Inlaid
Lt. B/S and A Gauges. (Size of Blocks—9″ x 9″)
2 yards wide only



No. 87 Handmade Marble Inlaid
Lt. B/S and A Gauges. (Size of Blocks—6″ x 6″)
2 yards wide only

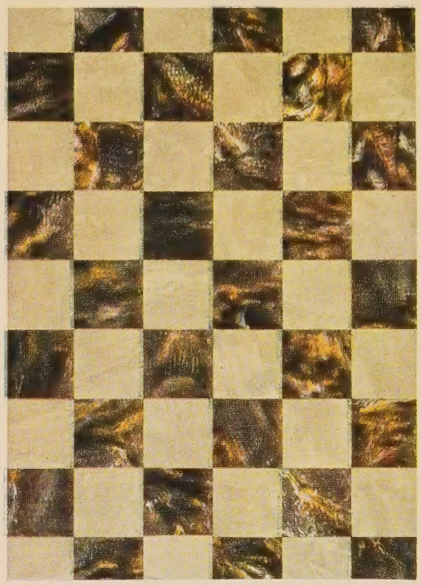
No. 89 Handmade Marble Inlaid
Lt. B/S and A Gauges
(Size of Blocks—12″ x 12″) 2 yards wide only

No. 90 Handmade Marble Inlaid
Lt. B/S and A Gauges. (Size of Blocks—9″ x 9″)
2 yards wide only

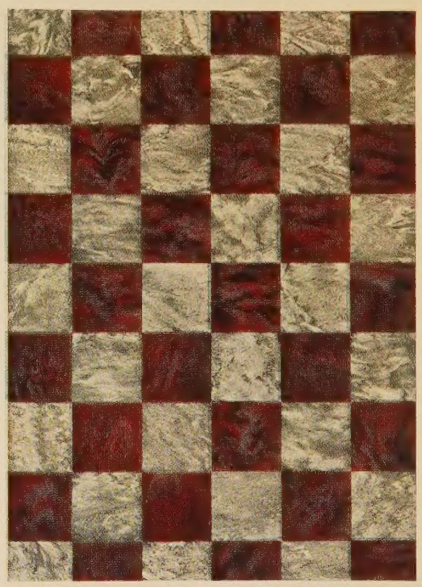
No. 91 Handmade Marble Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

Rich Design and Enduring Quality—Handmade Marble Inlaids

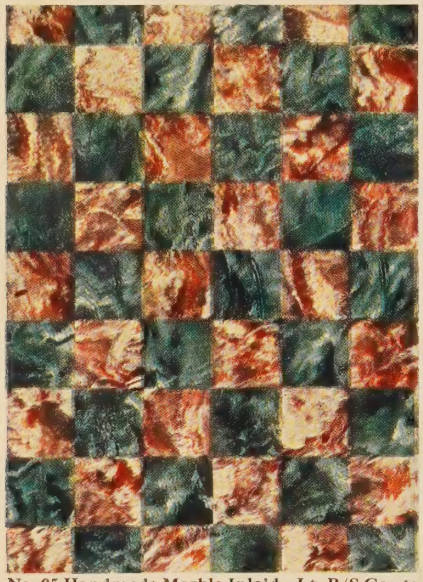
No. 92 Handmade Marble Inlaid—Lt. B/S and A Gauges—(Size of Large Blocks—24″ x 24″) 2 yards wide only



No. 93 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Blocks—6″ x 6″) 2 yards wide only

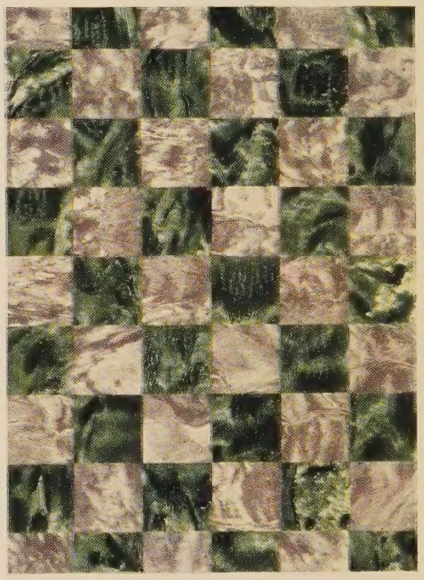


No. 94 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Blocks—6″ x 6″) 2 yards wide only

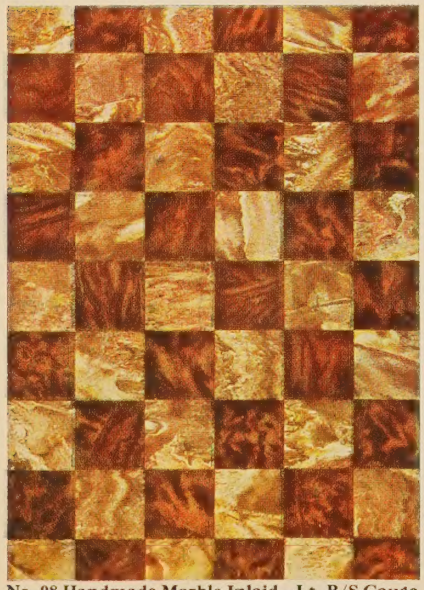


No. 95 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Blocks—6″ x 6″) 2 yards wide only

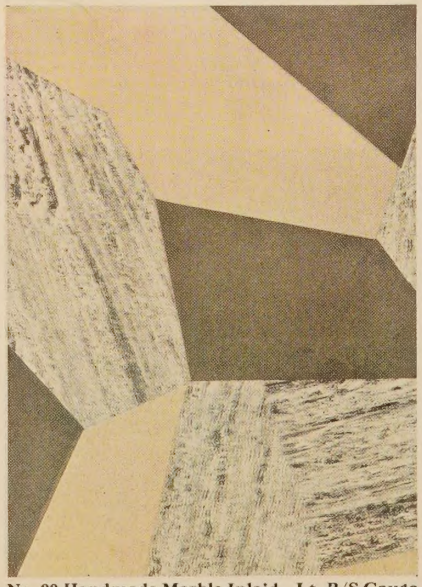
No. 96 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Blocks—6″ x 6″) 2 yards wide only



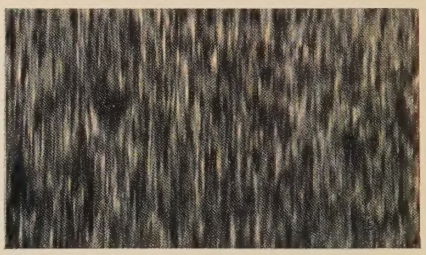
No. 97 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Blocks—6″ x 6″) 2 yards wide only



No. 98 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Blocks—6″ x 6″) 2 yards wide only



No. 99 Handmade Marble Inlaid—Lt. B/S Gauge (Plate shows 36″ x 50″ section) 2 yards wide only



No. 02 Marble Border—Lt. B/S and A Gauges 2 yards wide only

No. 03 Marble Border—Lt. B/S and A Gauges 2 yards wide only

AVERY LIBRARY
COLUMBIA UNIVERSITY

De Luxe Marble Inlaid—A New Value in Armstrong's Linoleum

AN ENTIRELY new type of linoleum is included in the Armstrong Line this year, known as De Luxe Marble Inlaid. It is made in the A and B Gauges. There are nineteen A Gauge designs, manufactured .118-inch thick, and thirteen B Gauge designs in a new inlaid thickness, .090-inch. Both gauges are made in the two-yard width only.

De Luxe Marble Inlaid bridges the gap between the Straight Line Inlaids and the exclusive Handmade Marble Inlaids. It is a high-quality product, of remarkable graining and fine finish, manufactured on the giant rotary inlaid machine and finished by the Accolac Process. In every way it meets fully the strict Armstrong standards.

The designs in De Luxe Marble Inlaid include many desirable small-tile effects in original color combinations. The process by which this new line is manufactured permits the introduction of three colors in each block, thereby affording the designer an opportunity to create colorful, attractive floors.

Another unusual feature of the new De Luxe Marble Inlaid patterns is the natural irregularity of the marble graining. Particular attention is called to the fact that no two adjoining or alternating tiles have an identical grain.

Look through the designs in this unusual new line. Ask for samples of Armstrong's De Luxe Marble Inlaids. You will like the uniformity of gauge, the clear, live colors, the marble grain which goes all the way through to the burlap back, and the smooth Accolac Process finish which protects the designs against the effects of daily wear.

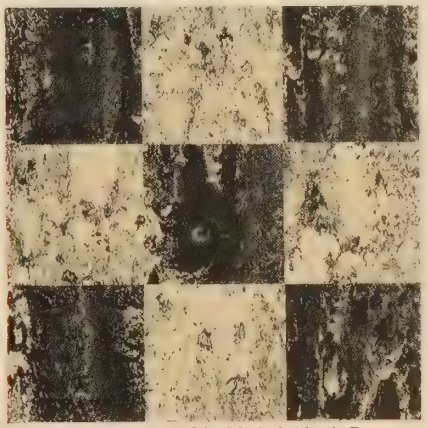
The Armstrong Designing and Production Departments have been working for many months to make this new line one of the finest values ever offered in linoleum. The popularity of marble designs in linoleum floors has been amply demonstrated, and Armstrong's De Luxe Marble Inlaids—arresting color, protective finish, enduring quality—offer the merchant a splendid opportunity to increase his profits on this ever-popular type of linoleum. Be sure to include several patterns in the De Luxe Line in your order for the new season.

De Luxe Marble Inlaids are especially well suited to the Spanish and Italian types of architecture now so much in vogue, and the modernistic trend in interior decoration. These patterns will sell readily for homes created in these styles, as well as for stores, restaurants, and other business rooms where a colorful, resilient floor of handsome appearance is desired.

No. 13000 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

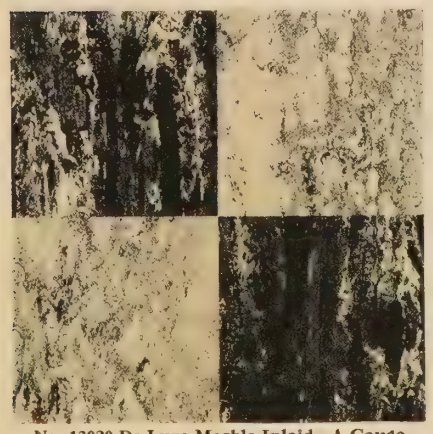
No. 13001 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

No. 13010 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only



No. 13011 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

No. 13012 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only



No. 13020 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

No. 13021 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only

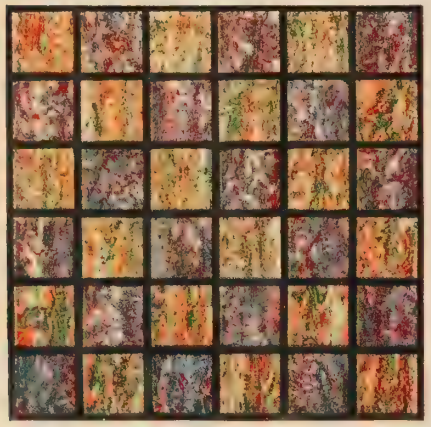
No. 13030 De Luxe Marble Inlaid—A Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

Striking Designs, Three-Color Graining, Characterize De Luxe Marbles

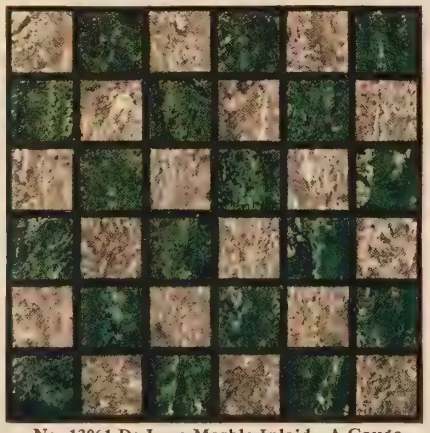
No. 13031 De Luxe Marble Inlaid—A Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 13040 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

No. 13050 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only



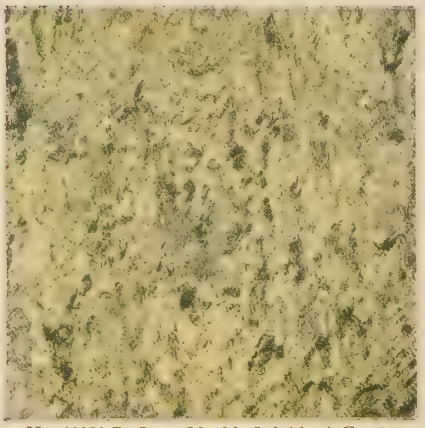
No. 13060 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only



No. 13061 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

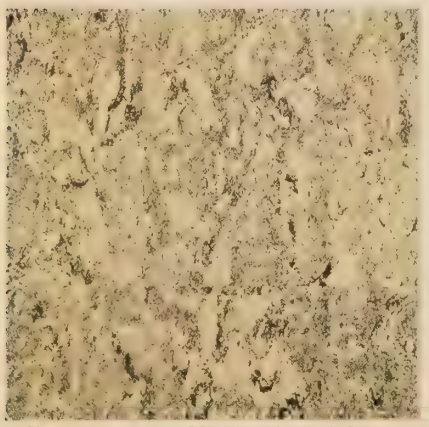
No. 13062 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

No. 13070 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only



No. 13080 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

No. 13081 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

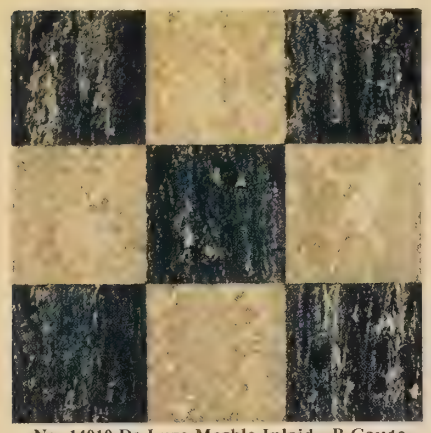


No. 13082 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

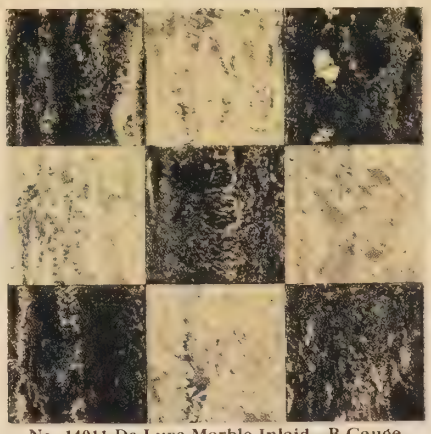
No. 13083 De Luxe Marble Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

No. 14000 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

De Luxe Marble Inlaids—Every Yard Sealed by the Accolac Process



No. 14010 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only



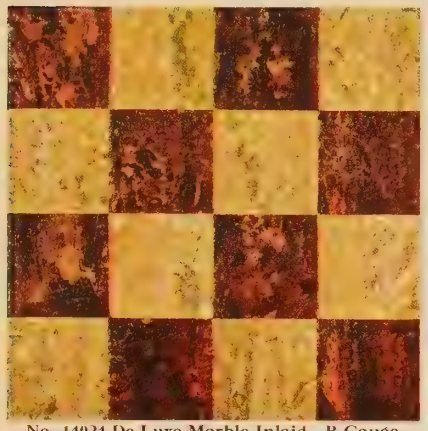
No. 14011 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

No. 14020 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only

No. 14021 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only

No. 14022 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only

No. 14023 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only



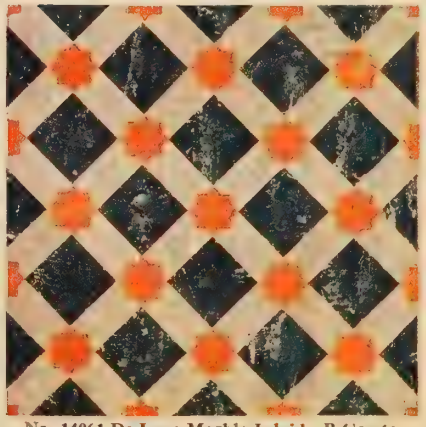
No. 14024 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only

No. 14030 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

No. 14040 De Luxe Marble Inlaid—B Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

No. 14050 De Luxe Marble Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

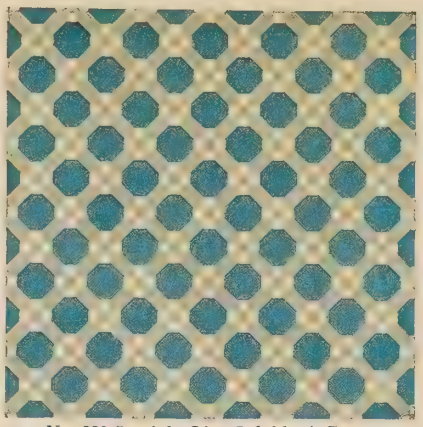
No. 14060 De Luxe Marble Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



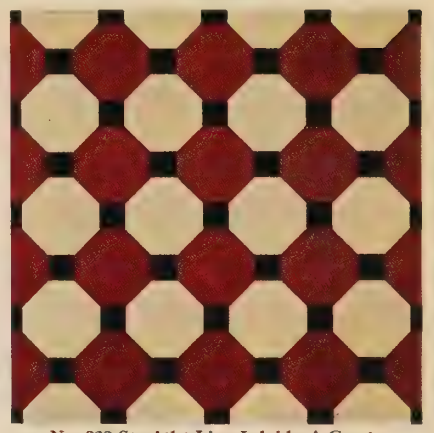
No. 14061 De Luxe Marble Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

Armstrong's Straight Line Inlaids—Attractive New Designs

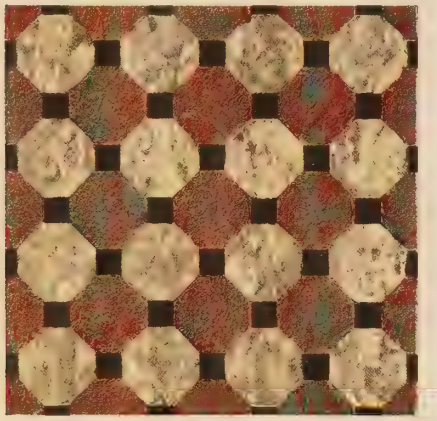
No. 203 Straight Line Inlaid—A Gauge
(Size of Blocks—about 3¼″ square) 2 yards wide only



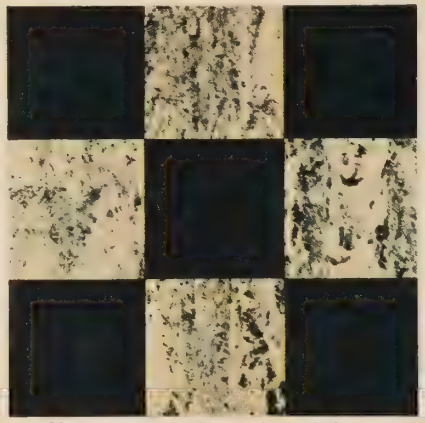
No. 220 Straight Line Inlaid—A Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 232 Straight Line Inlaid—A Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

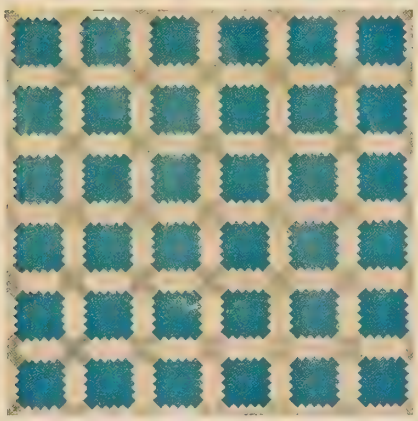


No. 236 Straight Line Inlaid—A Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

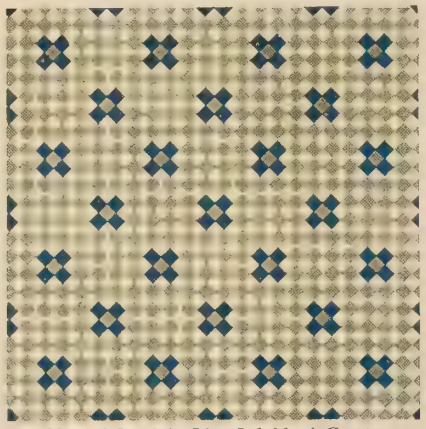


No. 245 Straight Line Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only

No. 246 Straight Line Inlaid—A Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only



No. 272 Straight Line Inlaid—A Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 330 Straight Line Inlaid—A Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

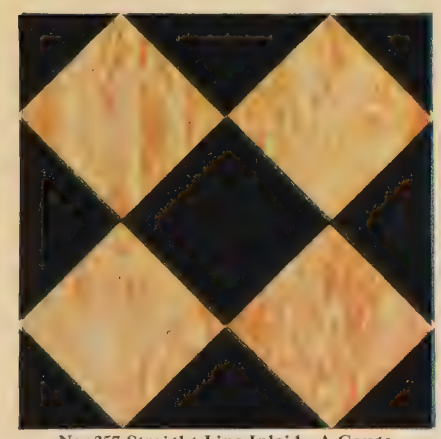
No. 350 Straight Line Inlaid—A Gauge
(Size of Blocks—about 6½″ square) 2 yards wide only

No. 352 Straight Line Inlaid—A Gauge
Size of Blocks—about 6½″ square) 2 yards wide only

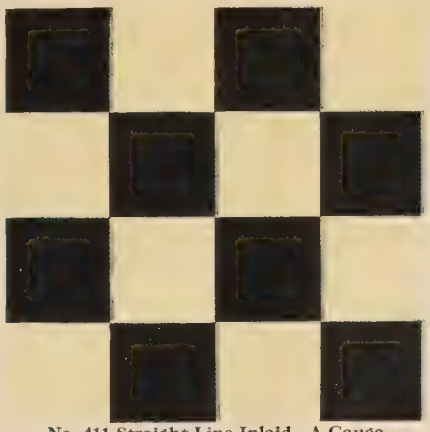
No. 355 Straight Line Inlaid—A Gauge
(Size of Blocks—about 6½″ square) 2 yards wide only

No. 356 Straight Line Inlaid—A Gauge
(Size of Blocks—about 6½″ square) 2 yards wide only

Salable Patterns in Bright, Live Colors—All Accolac Process



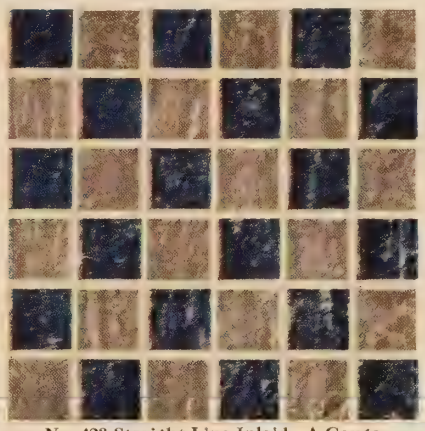
No. 357 Straight Line Inlaid—A Gauge
(Size of Blocks—about 6½″ square) 2 yards wide only



No. 411 Straight Line Inlaid—A Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only

No. 412 Straight Line Inlaid—A Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only

No. 413 Straight Line Inlaid—A Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only



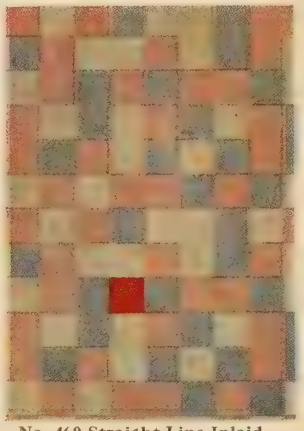
No. 428 Straight Line Inlaid—A Gauge
(Size of Blocks—about 3″ x 3″) 2 yards wide only

No. 442 Straight Line Inlaid—A Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

No. 452 Straight Line Inlaid—A Gauge—2 yards wide only

No. 453 Straight Line Inlaid—A Gauge—2 yards wide only

No. 454 Straight Line Inlaid—A Gauge—2 yards wide only



No. 460 Straight Line Inlaid—A Gauge—2 yards wide only

No. 463 Straight Line Inlaid—A Gauge—2 yards wide only

No. 464 Straight Line Inlaid—A Gauge—2 yards wide only

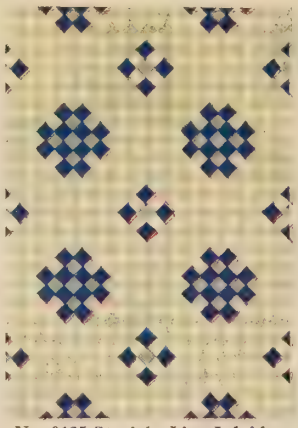
No. 470 Straight Line Inlaid—A Gauge—2 yards wide only

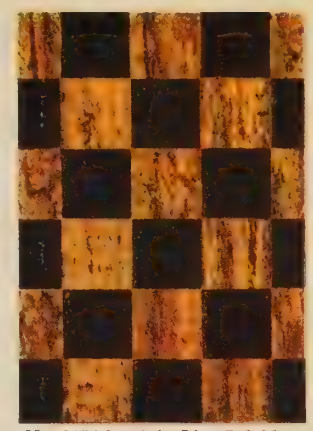
No. 471 Straight Line Inlaid—A Gauge—2 yards wide only

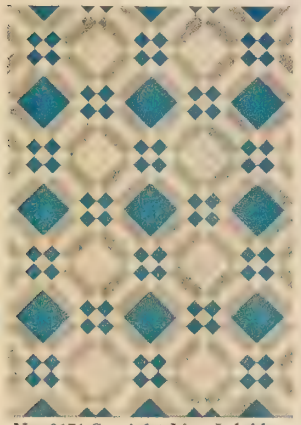
Serviceable Good Sellers in Medium Weight D Gauge Inlaid

No. 0112 Straight Line Inlaid—
D Gauge—2 yards wide only

No. 0123 Straight Line Inlaid—
D Gauge—2 yards wide only


No. 0135 Straight Line Inlaid—
D Gauge—2 yards wide only

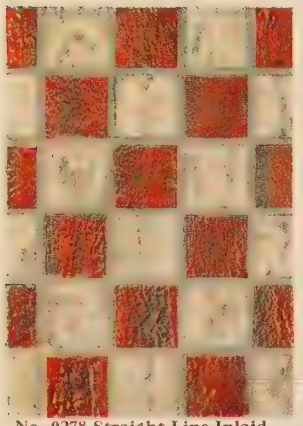

No. 0155 Straight Line Inlaid—
D Gauge—2 yards wide only

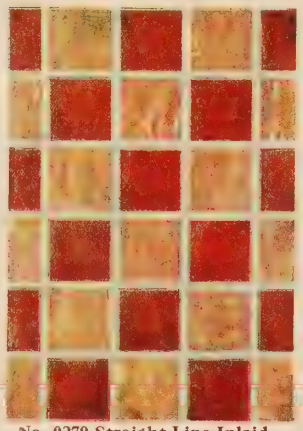

No. 0171 Straight Line Inlaid—
D Gauge—2 yards wide only

No. 0173 Straight Line Inlaid—
D Gauge—2 yards wide only

No. 0196 Straight Line Inlaid—
D Gauge—2 yards wide only

No. 0277 Straight Line Inlaid—
D Gauge—2 yards wide only


No. 0278 Straight Line Inlaid—
D Gauge—2 yards wide only

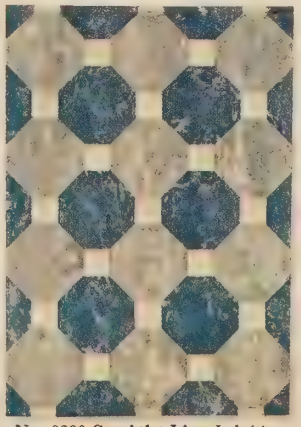

No. 0279 Straight Line Inlaid—
D Gauge—2 yards wide only

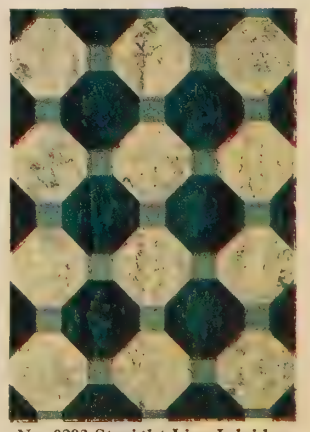
No. 0282 Straight Line Inlaid—
D Gauge—2 yards wide only

No. 0284 Straight Line Inlaid—
D Gauge—2 yards wide only

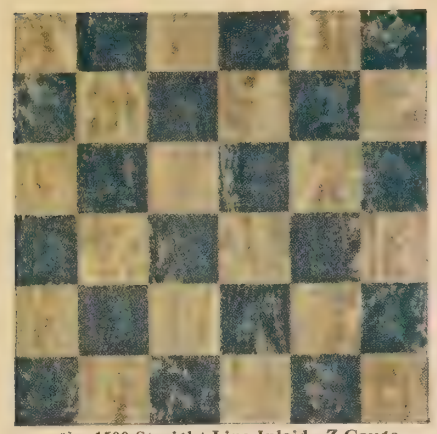
No. 0285 Straight Line Inlaid—
D Gauge—2 yards wide only

No. 0286 Straight Line Inlaid—
D Gauge—2 yards wide only

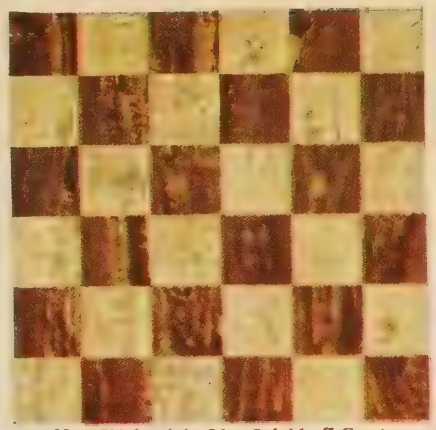

No. 0290 Straight Line Inlaid—
D Gauge—2 yards wide only


No. 0293 Straight Line Inlaid—
D Gauge—2 yards wide only

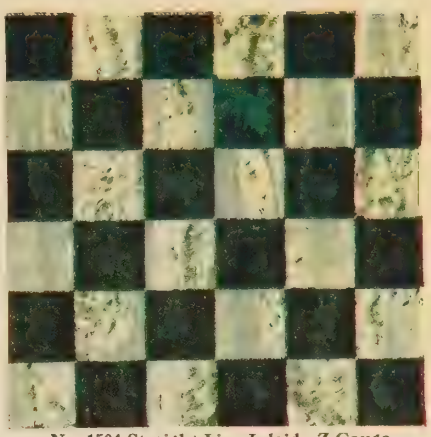
Twelve Colorful Patterns in Z Gauge—Accolac Process Sealed



No. 1500 Straight Line Inlaid—Z Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

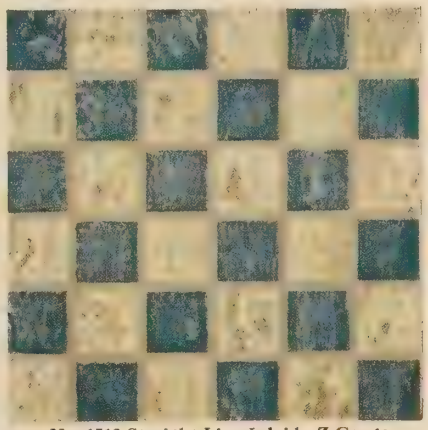


No. 1503 Straight Line Inlaid—Z Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only



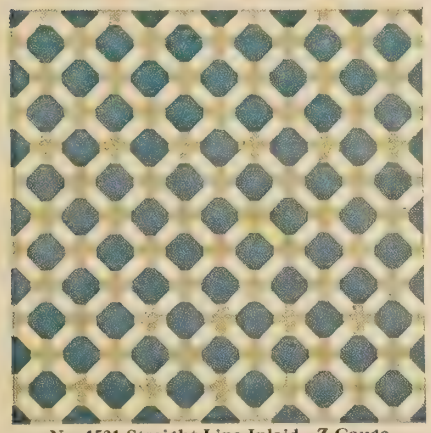
No. 1504 Straight Line Inlaid—Z Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

No. 1505 Straight Line Inlaid—Z Gauge
(Size of Blocks—3″ x 3″) 2 yards wide only

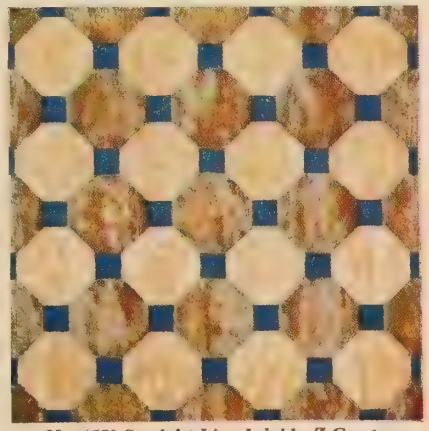


No. 1513 Straight Line Inlaid—Z Gauge
(Size of Blocks—about 3″ x 3″) 2 yards wide only

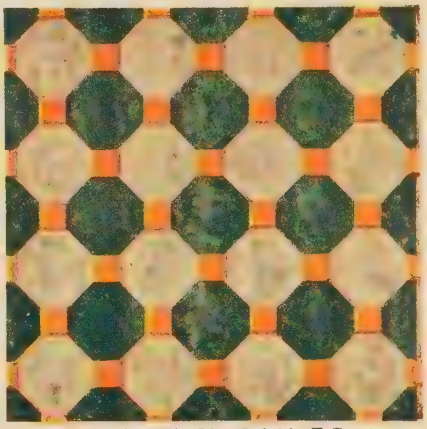
No. 1520 Straight Line Inlaid—Z Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 1531 Straight Line Inlaid—Z Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 1550 Straight Line Inlaid—Z Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 1553 Straight Line Inlaid—Z Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 1560 Straight Line Inlaid—Z Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only

No. 1561 Straight Line Inlaid—Z Gauge
(Size of Blocks—4½″ x 4½″) 2 yards wide only

No. 1570 Straight Line Inlaid—Z Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

Armstrong's Embossed Inlaids Now Available in Four Gauges

THREE years ago Embossed Handcraft Tile Linoleum was first introduced as an exclusive Armstrong floor. Today it is a feature line in hundreds of stores, leading in sales and profits, and Embossed Tile floors have been used in scores of places where older types of linoleum would never have been considered.

The 1929 Line includes a finer assortment of Embossed Tile Inlaids than ever before. Not only is this material made in A and B Gauges, but there are six Embossed Inlaid designs in the 3/16-inch Gauge, shown on this page and an additional group of designs offered with embossing in C Moulded Inlaid, shown on pages 18 and 19.

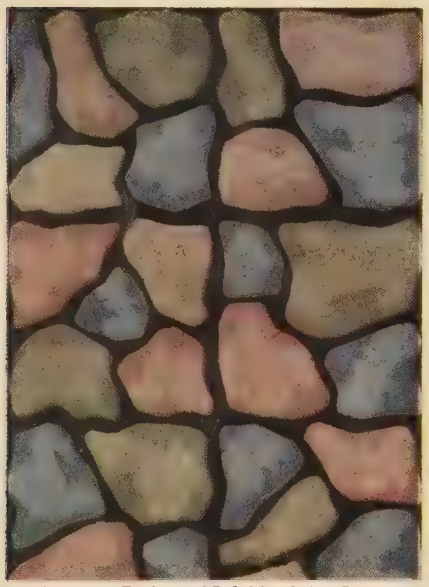
The new patterns in C Gauge are appropriate for rooms where traffic is not heavy and where a decorative floor of unusual appearance is wanted—rooms such as bedrooms, bathrooms, and kitchens in residences; and small shops, tearooms, and private offices.

All the splendid selling handcraft tile effects of previous seasons are continued and in addition one more feature has been added in certain patterns in the new line—three-level embossing. Flagstone tiles and interliners in these new types of designs are embossed to carry out the effect of hand-set flagstone. The interliners in these new designs, too, are irregular in shape, yet permit the layer to cut and match the linoleum at any 18-inch interval. Seams in this new type of linoleum are particularly hard to detect, due to the variations in the width of the interliners.

Vigorous color, rugged beauty of design, and original touches of interest characterize the new patterns in Embossed Inlaid Linoleum, many of which should prove profitable additions to your line. The entire Embossed Line is finished by the Accolac Process, and the dirt-resistant lacquer finish is another of the many sales advantages of this unusual line.

The new 3/16-inch Gauge is particularly well suited to heavy traffic floors and may be sold for large offices, display rooms, restaurants, stores, hospitals, schools, and other business and public buildings.

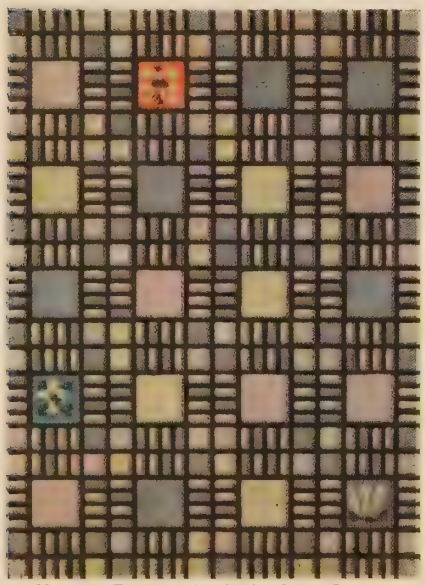
THE United States Circuit Court of Appeals in Philadelphia has handed down a decision holding the C. F. Humphreys and J. C. McCarthy Patent No. 1,630,085 to be valid. This patent covers the Embossed Moulded Inlaid Linoleum which was put on the market by the Armstrong Cork Company three years ago.



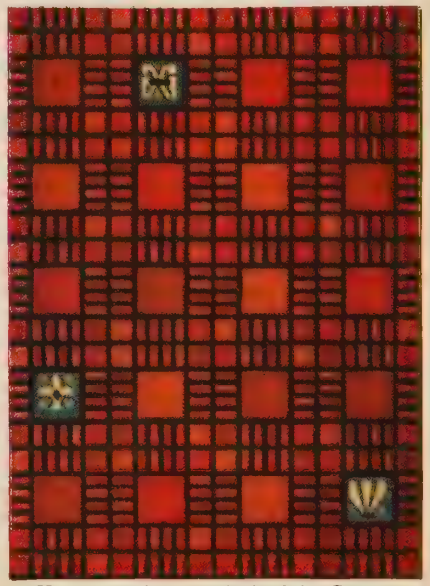
No. 1100 Embossed Inlaid—3/16-in. Gauge
(Plate shows 36" x 50" section) 2 yards wide only

No. 1101 Embossed Inlaid—3/16-in. Gauge
(Plate shows 36" x 50" section) 2 yards wide only

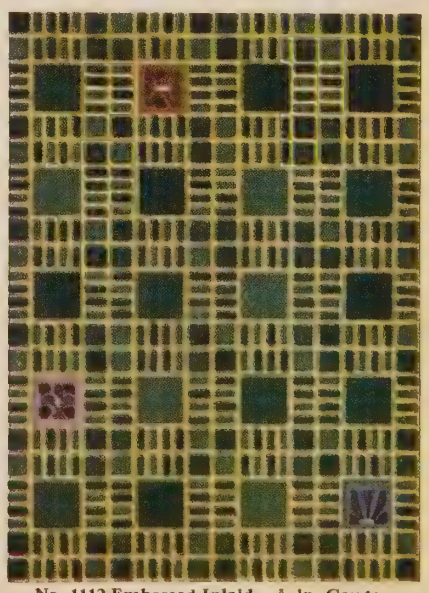
No. 1102 Embossed Inlaid—3/16-in. Gauge
(Plate shows 36" x 50" section) 2 yards wide only



No. 1110 Embossed Inlaid—3/16-in. Gauge
(Plate shows 36" x 50" section) 2 yards wide only

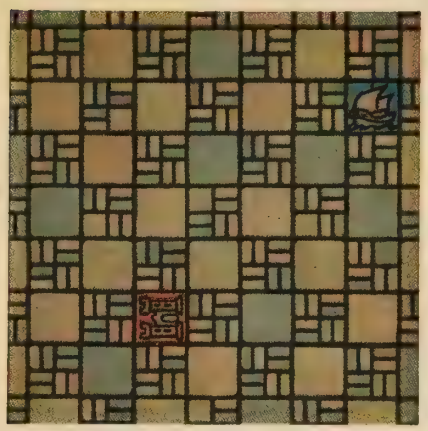


No. 1111 Embossed Inlaid—3/16-in. Gauge
(Plate shows 36" x 50" section) 2 yards wide only

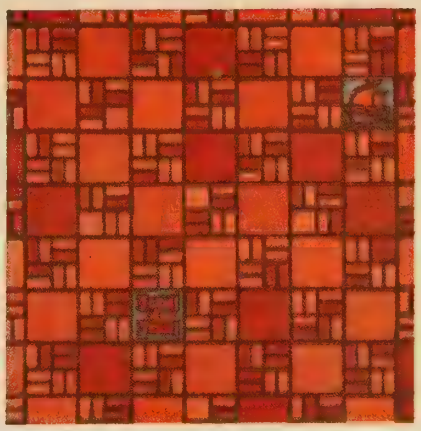


No. 1112 Embossed Inlaid—3/16-in. Gauge
(Plate shows 36" x 50" section) 2 yards wide only

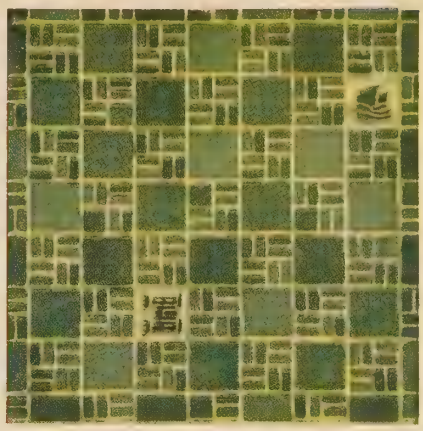
All Embossed Inlaids Are Finished by the Accolac Process

★ 

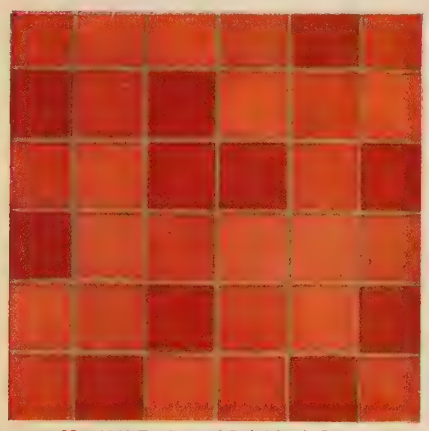
No. 6005 Embossed Inlaid—A Gauge
(Size of Large Blocks—about 4½″ x 4½″)
2 yards wide only

★ 

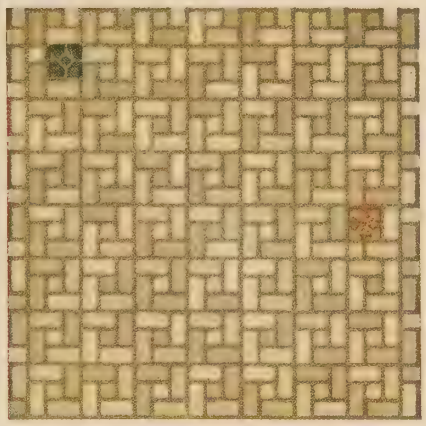
No. 6006 Embossed Inlaid—A Gauge
(Size of Large Blocks—about 4½″ x 4½″)
2 yards wide only

★ 

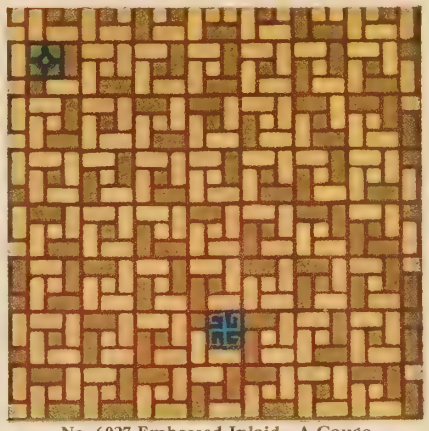
No. 6007 Embossed Inlaid—A Gauge
(Size of Large Blocks—about 4½″ x 4½″)
2 yards wide only



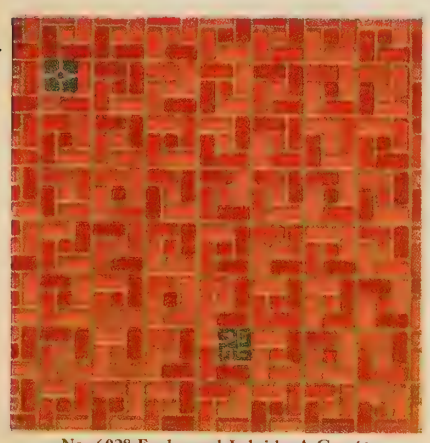
No. 6018 Embossed Inlaid—A Gauge
(Size of Blocks—about 6″ x 6″) 2 yards wide only

★ 

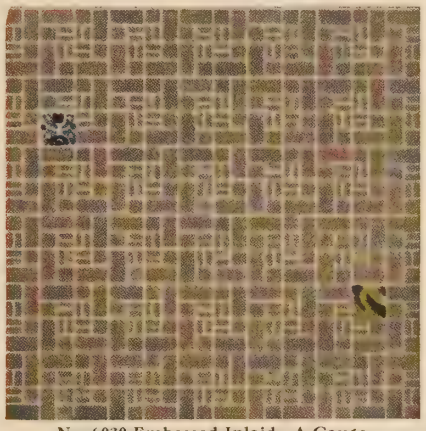
No. 6026 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

★ 

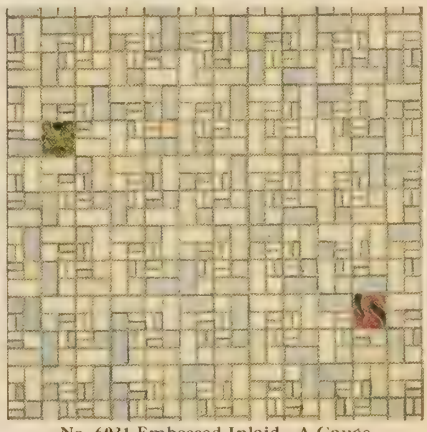
No. 6027 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

★ 

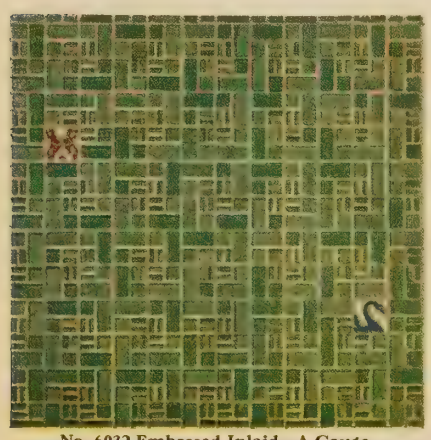
No. 6028 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



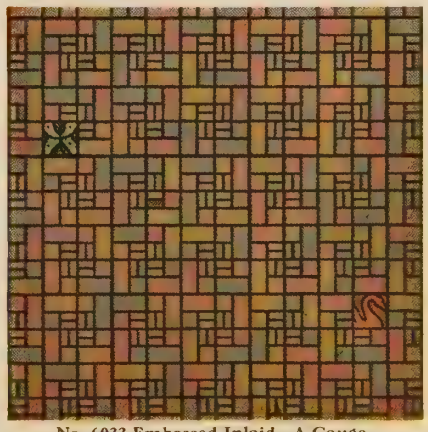
No. 6030 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



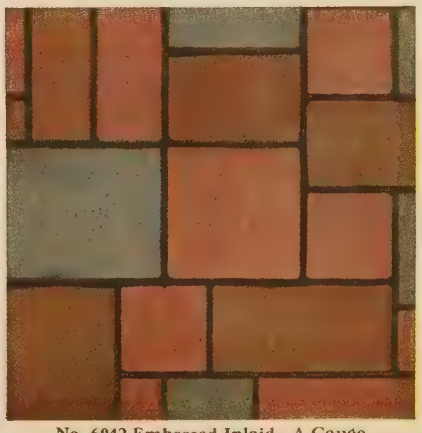
No. 6031 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 6032 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



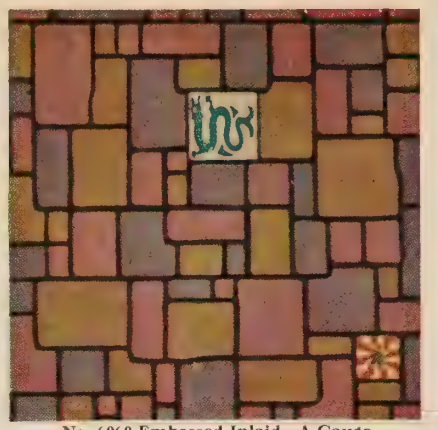
No. 6033 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 6042 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

Embossed Inlaids Widen the Market for Modern Linoleum

No. 6051 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



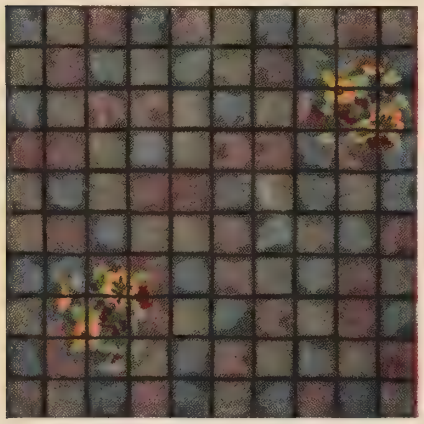
No. 6060 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 6061 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

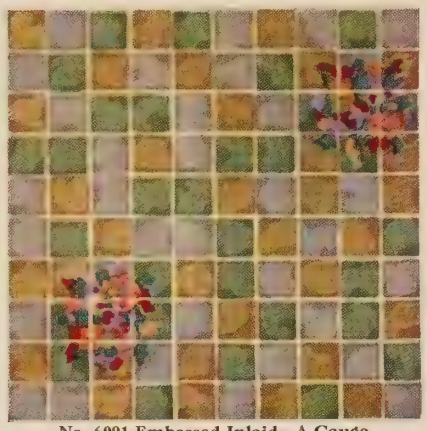
No. 6062 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 6071 Embossed Inlaid—A Gauge
(Size of Light Red Block—9″ x 9″) 2 yards wide only

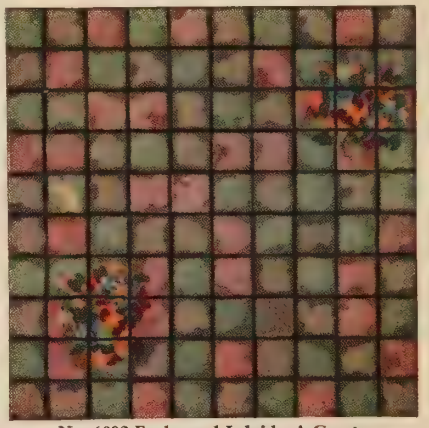
No. 6072 Embossed Inlaid—A Gauge
(Size of Light Tan Block—9″ x 9″) 2 yards wide only



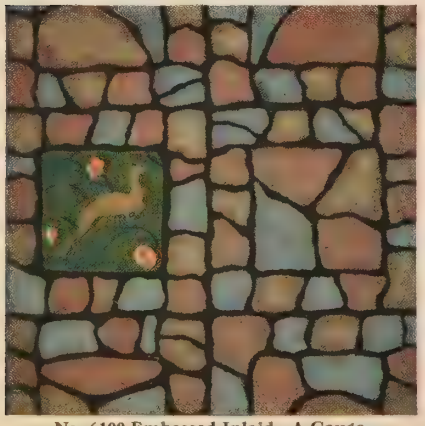
No. 6090 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 6091 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 6092 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 6100 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 6101 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 6102 Embossed Inlaid—A Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

Embossed Designs in B Gauge for Light Traffic Floors

THERE are thirteen Embossed designs in B Gauge Inlaid Linoleum this year, including several of the new irregular tile effects. B Gauge Moulded Inlaid, particularly adaptable for use as bedroom, dressing-room, nursery, dining-room, and other residential floors, presents an opportunity to introduce a new note of color and charm in the decorative plan.

All of the Embossed and Moulded Inlaid designs are finished by the Accolac Process and have many selling features which appeal to the housewife. These designs include small all-over carpet and tile effects, with which charming color schemes can be completed, in various light colors liked for household use.

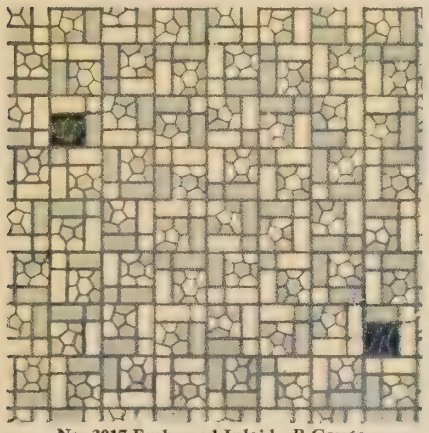
Some of the 1929 patterns show a pronounced tendency towards modern art—new-day floors for the new feminine taste at prices within easy reach.

B Gauge Linoleum brings embossed designs within the reach of the many women of discerning taste but moderate incomes, who cannot afford the heavier grades. Show the colorful new B Gauge Embossed designs with your window and store displays of breakfast sets and bedroom furniture.

★★

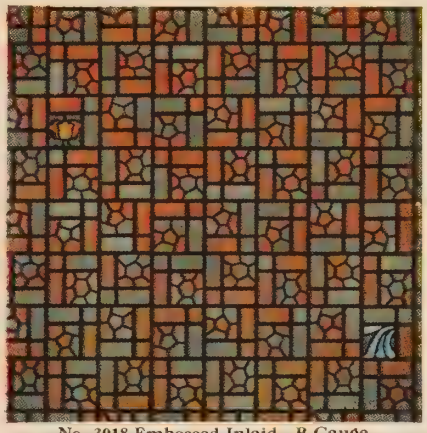
No. 3016 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

★★

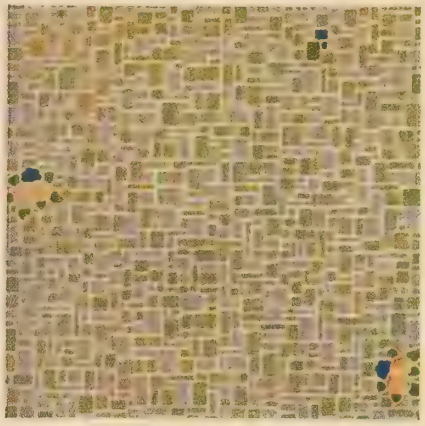


No. 3017 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

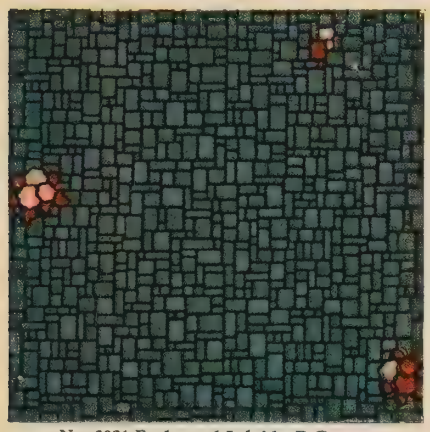
★★



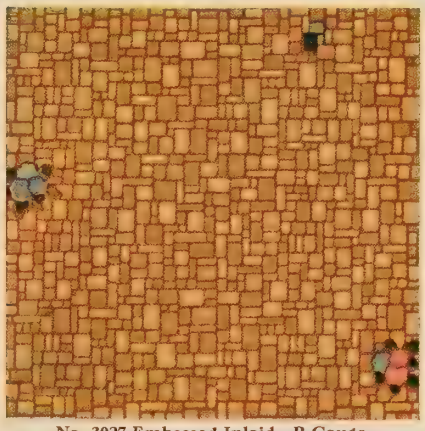
No. 3018 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 3025 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 3026 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



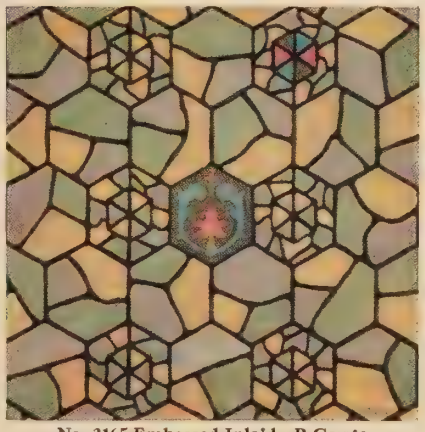
No. 3027 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

★

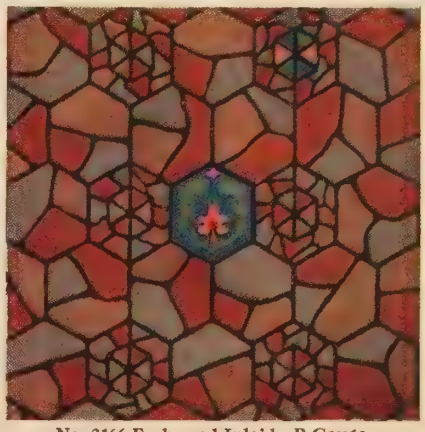
No. 3057 Embossed Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

★

No. 3151 Embossed Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

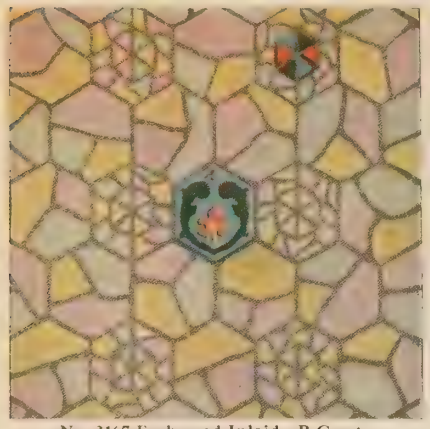


No. 3165 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 3166 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

Armstrong's B and C Gauge Inlaids—Accolac Process Protection



No. 3167 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 3175 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 3176 Embossed Inlaid—B Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

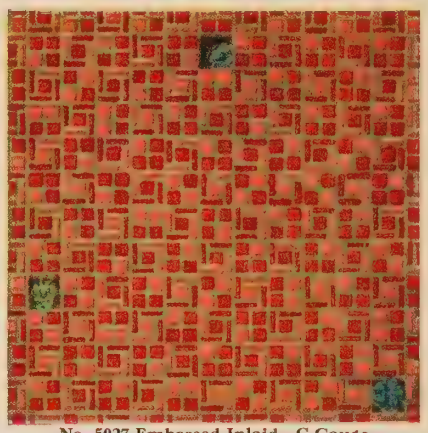
No. 3185 Moulded Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 3186 Moulded Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

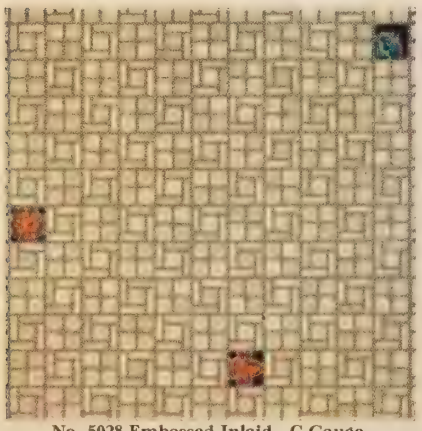
No. 3195 Moulded Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 3196 Moulded Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 3197 Moulded Inlaid—B Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 5027 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



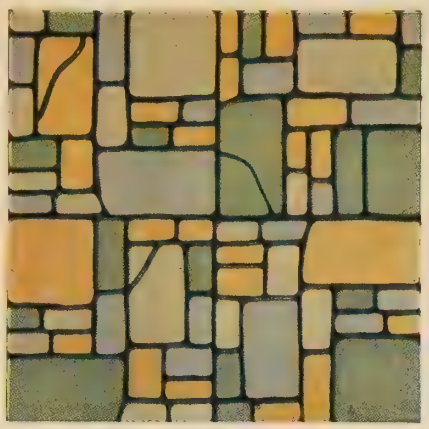
No. 5028 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 5029 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 5030 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

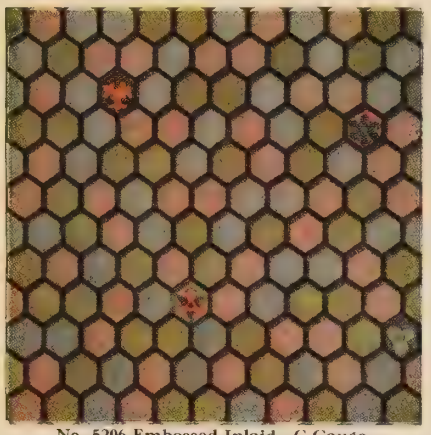
Thirteen Patterns in C Gauge Now Offered in Embossed Inlaids

No. 5031 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



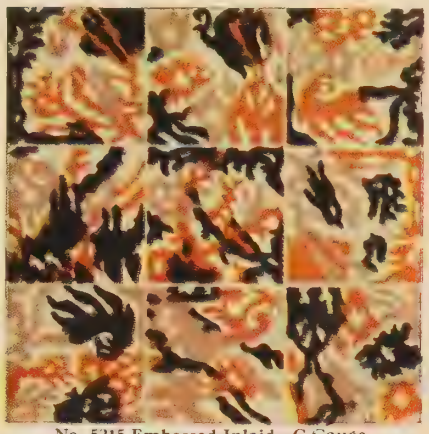
No. 5032 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 5205 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 5206 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only

No. 5207 Embossed Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 yards wide only



No. 5215 Embossed Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 5216 Embossed Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

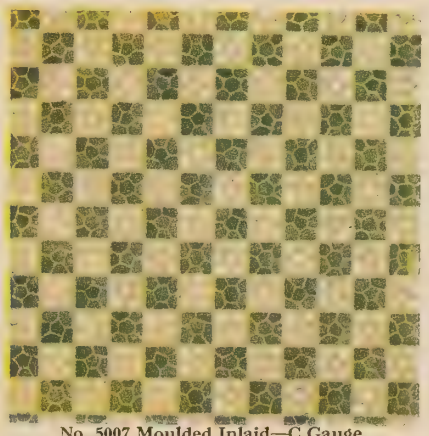
No. 5225 Embossed Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 5226 Embossed Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

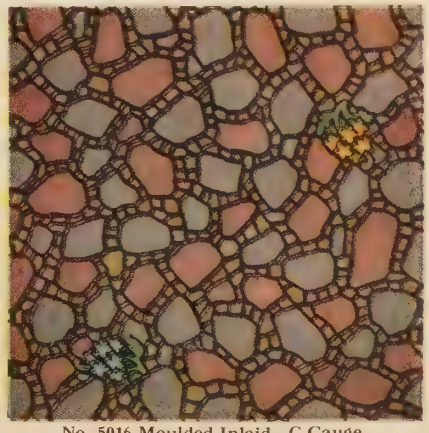
★★

No. 5006 Moulded Inlaid—C Gauge
(Size of Blocks—about 3″ x 3″) 2 and 4 yards wide

★★

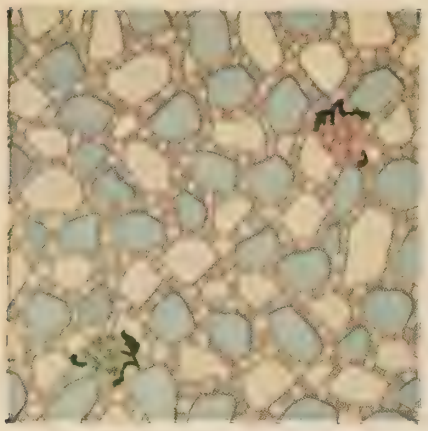


No. 5007 Moulded Inlaid—C Gauge
(Size of Blocks—about 3″ x 3″) 2 and 4 yards wide



No. 5016 Moulded Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 and 4 yards wide

Every Yard of Armstrong's Inlaid Is Accolac Process Protected

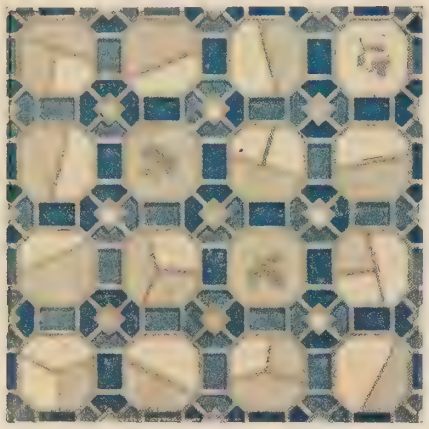


No. 5017 Moulded Inlaid—C Gauge
(Plate shows 36″ x 36″ section) 2 and 4 yards wide

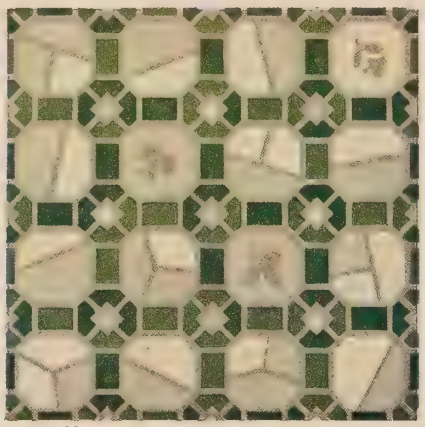
★

No. 5046 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 5058 Moulded Inlaid—C Gauge
(Size of Blocks—about 4½″ x 4½″) 2 and 4 yards wide



No. 5072 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 and 4 yards wide



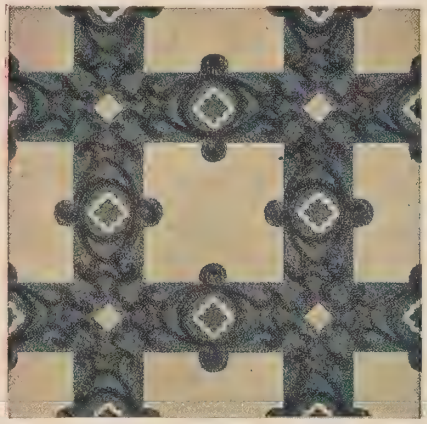
No. 5074 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 and 4 yards wide

★★

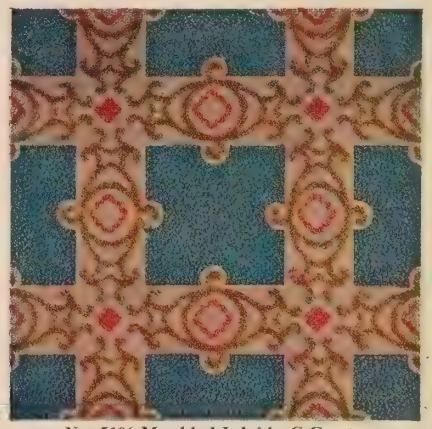
No. 5082 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

★★

No. 5084 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only



No. 5105 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 and 4 yards wide



No. 5106 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 and 4 yards wide

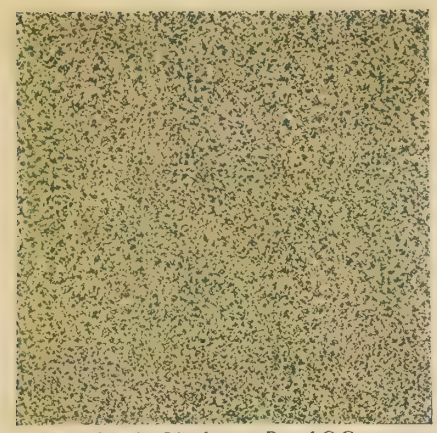
No. 5235 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 5236 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 yards wide only

★

No. 5460 Moulded Inlaid—C Gauge
(Plate shows 18″ x 18″ section) 2 and 4 yards wide

Granite, Oak Plank, and Parquetry Inlaid—All Accolac Process



No. 5 Granite Linoleum—B and C Gauges
2 yards wide only

GRANITE, Oak Plank Inlaid, and Parquetry Inlaid appear again in the Armstrong Line for 1929, due to a continuing demand for these veteran, steady-selling numbers. All are now finished by the Accolac Process which adds warmth and luster to the colors of the patterns and makes cleaning easier.

Parquetry and Oak Plank are of the Straight Line Inlaid type. The former is offered in A Gauge (.118-inch), and the latter in B Gauge (.090-inch). Granite, a Moulded Inlaid material, is made in both B and C Gauges (.095-inch and .078-inch respectively). All three are made two yards wide only.

No. 6 Granite Linoleum—B and C Gauges
2 yards wide only

No. 10 Oak Plank Inlaid
(Planks—3 in. wide) 2 yards wide only

No. 511 Parquetry Inlaid
(Plate shows 18″ x 18″ section) 2 yards wide only

No. 520 Parquetry Inlaid
(Plate shows 18″ x 18″ section) 2 yards wide only

Permanent Laying Increases Sales of Linoleum Floors

PROGRESSIVE retailers in every part of the country are now equipped to lay permanent linoleum floors by the felt-layer method. This modern way of installation, by cementing linoleum over a lining of deadening felt, is recognized as the surest way to insure the customer's entire satisfaction with his finished floor. It prevents complaints which may arise because of damage to the linoleum through expansion and contraction of wood floor boards. Many merchants, too, have found "permanent laying" an entering wedge on the profitable "every room" market.

The linoleum laying instructor attached to the Armstrong branch office nearest you will gladly call at your store and demonstrate to your salesmen and layers the newest ideas in linoleum laying. Retailers are also invited to send linoleum layers to Lancaster for a course under the direction of practical layers in the Armstrong's Linoleum Laying School. There is no tuition fee. The store will need to pay only the layer's traveling and his living expenses while in Lancaster.

Easy Way to Care for Linoleum Floors

There are two ways of caring for linoleum manufactured by the Accolac Process as described in the "Linoleum Layer's Handbook." In the average residence, where traffic is not severe, a linoleum floor will need very little care other than daily sweeping or dust mopping, with an occasional washing. The lacquer finish can be renewed, when necessary, every six or eight months or once a year, with a coat of Armstrong's Linoleum Lacquer, an easy-to-apply brushing lacquer especially prepared for use on linoleum floors.

In office buildings and other public places, however, where the floors are subject to constant use, and relacquering is somewhat inconvenient, the best method of caring for a linoleum floor is by regular waxing and polishing.

Another method to insure your customer's satisfaction with his finished linoleum floor and at the same time widen the scope of your Floor Covering Department is the addition of a floor-maintenance service.

Floor Maintenance a Part of Retailers' Service

To establish a floor-maintenance service in connection with your Linoleum Department, you will need one or more electric floor machines. You can rent such machines to your customers by the hour, with or without your operator, at a certain fixed charge, and you can also go to building managers, store operators, and office and residence owners and contract to clean, wax, and polish their floors regularly.

After lacquered linoleum has been waxed and polished, all your customer has to do to keep it in condition is to go over the floor regularly with a dry mop or one moistened slightly with Armstrong's Linoleum Wax (liquid). Muddy footprints and other marks may be wiped off with a damp cloth, after which rubbing quickly restores the polish. Care must be exercised always to see that every particle of wax, grease, and dirt is removed from linoleum before attempting to relacquer it.

Be sure to caution your customers to protect their linoleum by using glass, metal, or composition gliders with wide bearing surfaces on all chairs and heavy furniture.

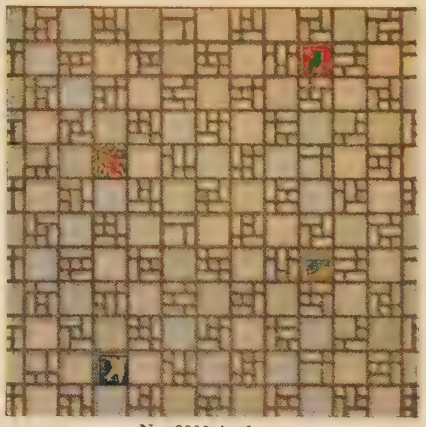
Armstrong's Linoleum Wax, Armstrong's Linoleum Lacquer, one or two approved soaps or cleaning preparations, weighted floor-brushes for polishing, protective gliders for furniture, and other floor-cleaning sundries form profitable sidelines for the Linoleum Department in your store.

Armstrong's Arabesq—Unusually Good Effects at Modest Prices

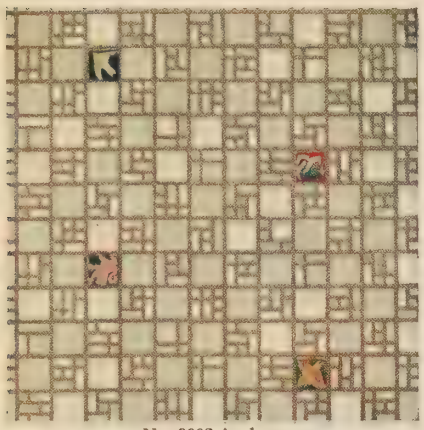
ARABESQ, another exclusive Armstrong development, was introduced in the 1927 Line. Plain, Jaspé, or marble linoleum is overprinted in soft, pleasing tones, with artistic oil-paint patterns. The Accolac Process adds dirt and alkali resistance to the decorative designs in Arabesq Linoleum. Merchants have found it as much of a forward step over the older type of printed floor coverings as the improved handcraft tiles are an advance over the usual run of inlaids.

The name "Arabesq" is coined from "Arabesque," a term used to describe a type of Greek, Roman, and Moorish ornamentation painted, inlaid, or carved in low relief. The distinguishing feature of the Arabesq Line is the fact that the plain, Jaspé, or marble base forms an important part of the design. The floor has an interesting effect of texture, therefore, as it catches the play of light and shadow. Retailers who capitalize the growing trend toward the use of color in floors should find Arabesq a valuable addition to their lines of floor coverings.

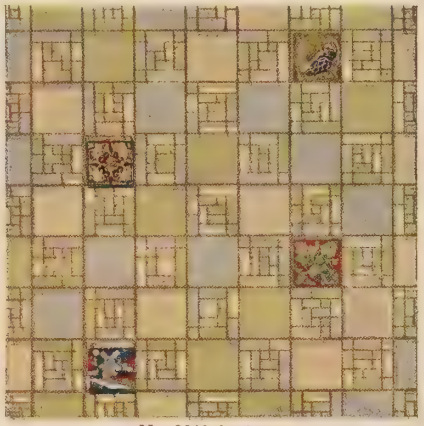
Armstrong's Arabesq Linoleum is made in both two and four-yard widths, in one gauge only.

★★ 

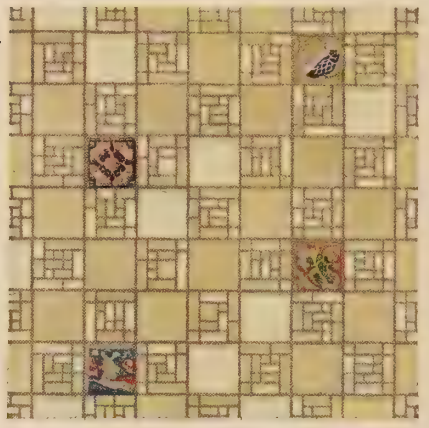
No. 9000 Arabesq
2 yards wide only

★★ 

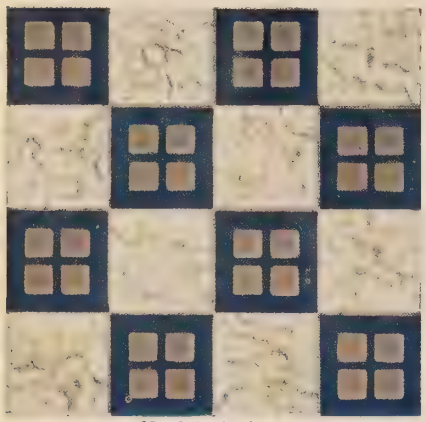
No. 9002 Arabesq
2 and 4 yards wide

★★ 

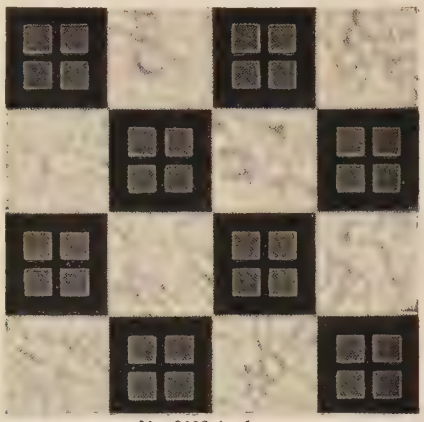
No. 9010 Arabesq
2 and 4 yards wide

★★ 

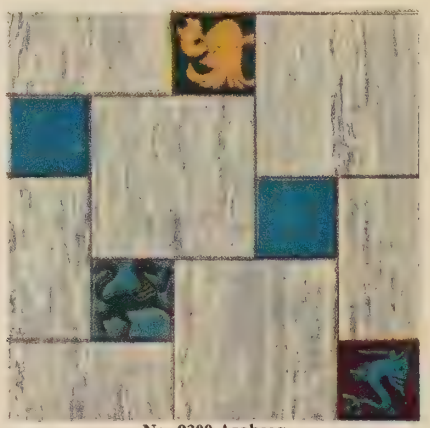
No. 9012 Arabesq
2 and 4 yards wide

★ 

No. 9100 Arabesq
2 and 4 yards wide

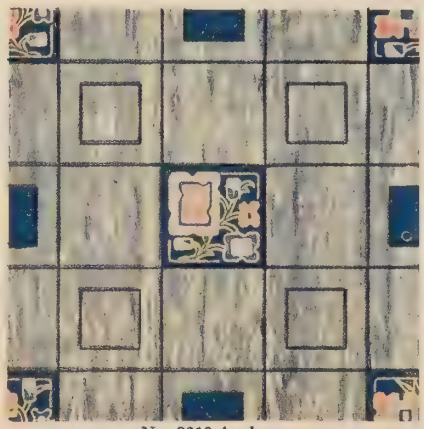
★ 

No. 9102 Arabesq
2 and 4 yards wide



No. 9300 Arabesq
2 yards wide only

No. 9301 Arabesq
2 yards wide only



No. 9310 Arabesq
2 yards wide only

No. 9311 Arabesq
2 yards wide only

Colorful Designs Overprinted on Plain, Jaspé, and Marble

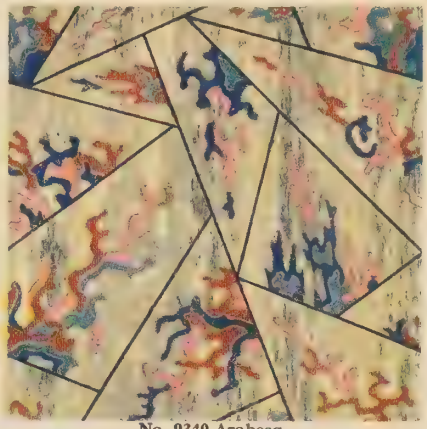
No. 9320 Arabesq
2 yards wide only

No. 9322 Arabesq
2 yards wide only

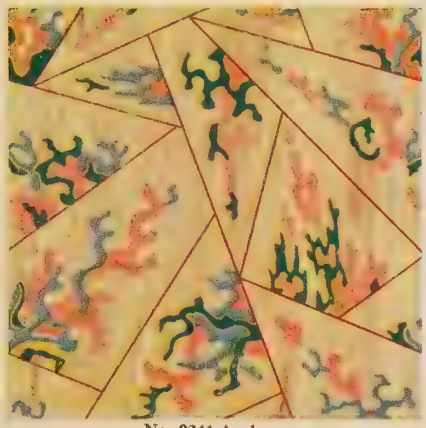
No. 9330 Arabesq
2 yards wide only

No. 9331 Arabesq
2 yards wide only

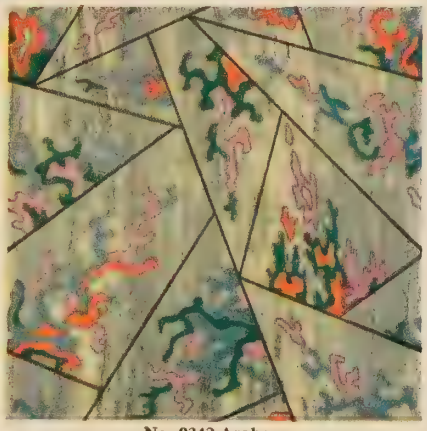
No. 9332 Arabesq
2 yards wide only



No. 9340 Arabesq
2 yards wide only

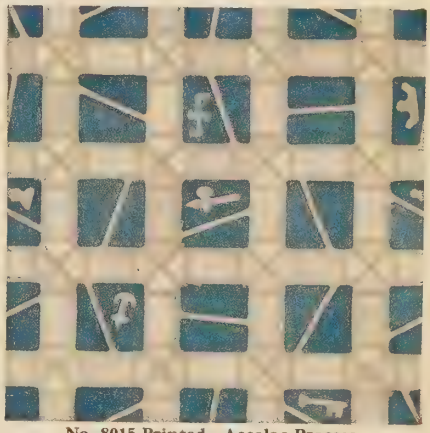


No. 9341 Arabesq
2 yards wide only



No. 9342 Arabesq
2 yards wide only

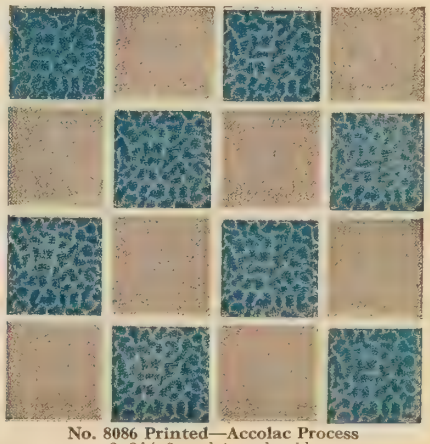
★★



No. 8015 Printed—Accolac Process
2 yards wide only

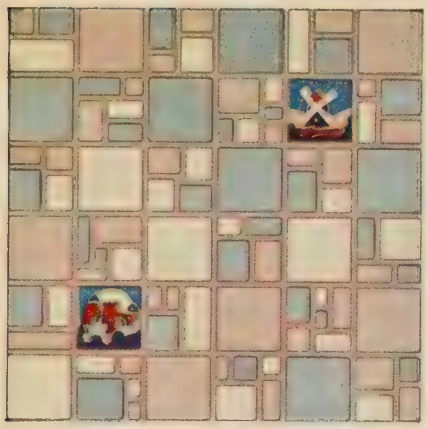
No. 8065 Printed—Accolac Process
2 yards wide only

No. 8082 Printed—Accolac Process
2 yards wide only



No. 8086 Printed—Accolac Process
2, 2½, 3, and 4 yards wide

Outstanding Quality in Accolac-Process Printed Linoleum

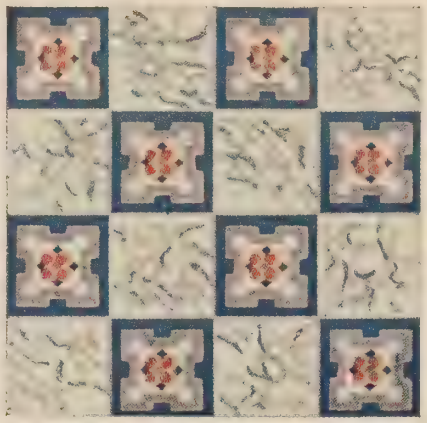


No. 8094 Printed—Accolac Process
2 and 4 yards wide

No. 8095 Printed—Accolac Process
2 and 4 yards wide

No. 8113 Printed—Accolac Process
2 and 4 yards wide

No. 8114 Printed—Accolac Process
2 and 4 yards wide

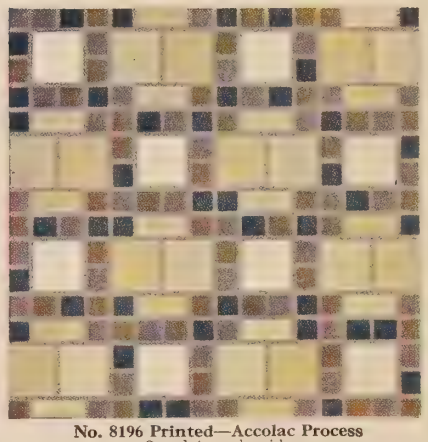


No. 8125 Printed—Accolac Process
2, 2½, 3, and 4 yards wide

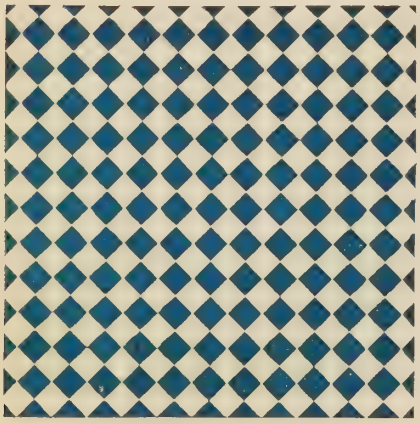
No. 8126 Printed—Accolac Process
2 and 4 yards wide

No. 8185 Printed—Accolac Process
2 yards wide only

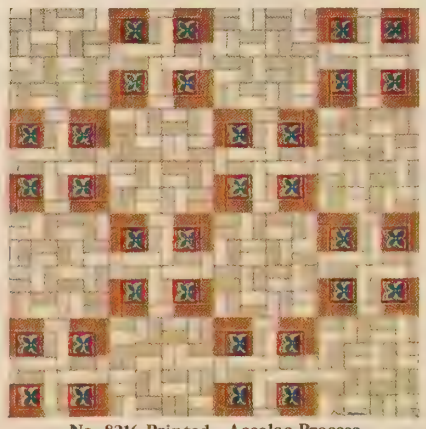
No. 8195 Printed—Accolac Process
2 and 4 yards wide



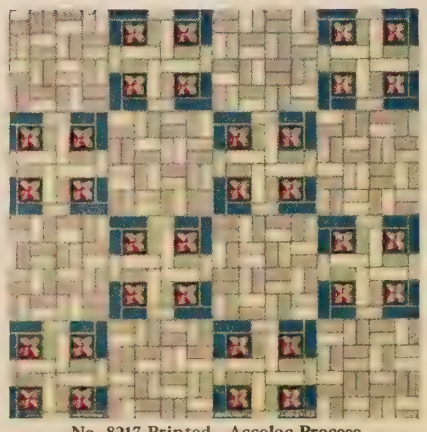
No. 8196 Printed—Accolac Process
2 and 4 yards wide



No. 8200 Printed—Accolac Process
2 yards wide only



No. 8216 Printed—Accolac Process
2 and 4 yards wide

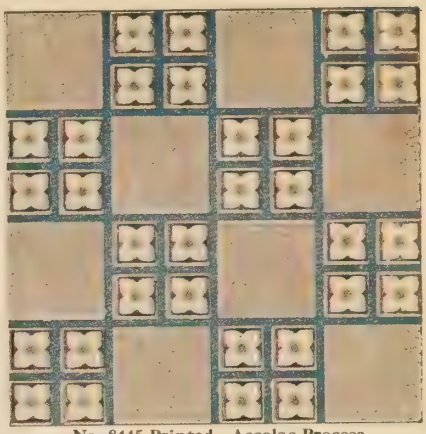


No. 8217 Printed—Accolac Process
2 and 4 yards wide

New Accolac-Processed Prints Show Influence of Modern Art

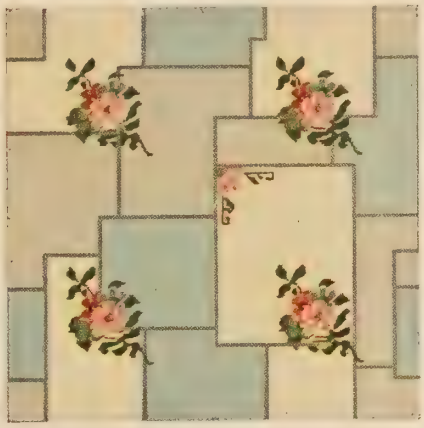
No. 8405 Printed—Accolac Process
2 and 4 yards wide

No. 8415 Printed—Accolac Process
2 and 4 yards wide



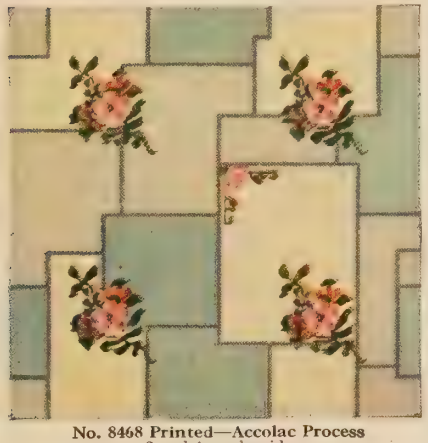
No. 8445 Printed—Accolac Process
2 and 4 yards wide

No. 8465 Printed—Accolac Process
2 and 4 yards wide

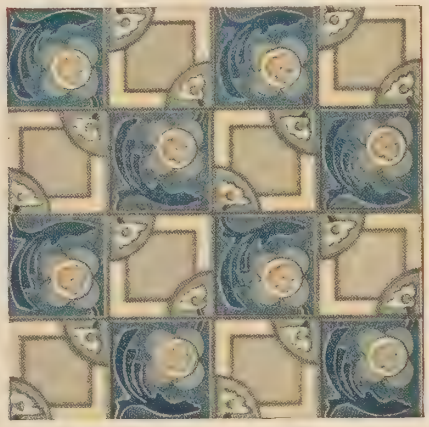


No. 8466 Printed—Accolac Process
2 and 4 yards wide

No. 8467 Printed—Accolac Process
2 yards wide only

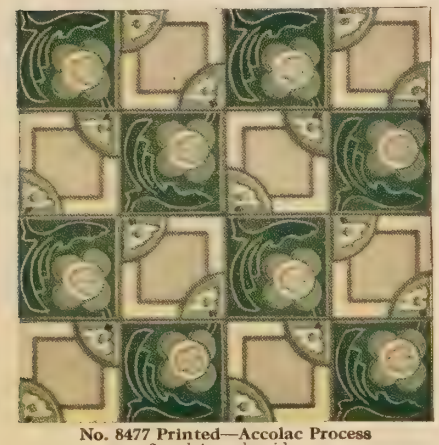


No. 8468 Printed—Accolac Process
2 and 4 yards wide

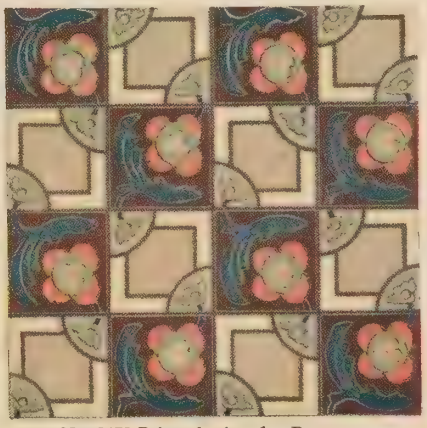


No. 8475 Printed—Accolac Process
2 and 4 yards wide

No. 8476 Printed—Accolac Process
2 and 4 yards wide



No. 8477 Printed—Accolac Process
2 and 4 yards wide



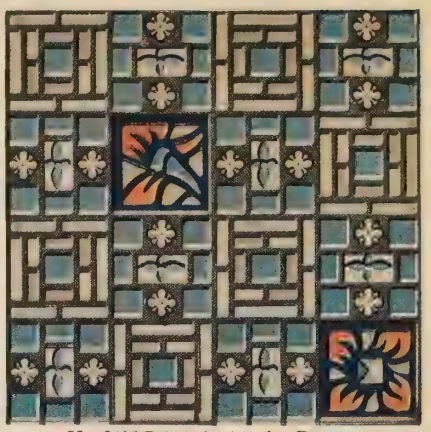
No. 8478 Printed—Accolac Process
2 yards wide only

No. 8485 Printed—Accolac Process
2 yards wide only

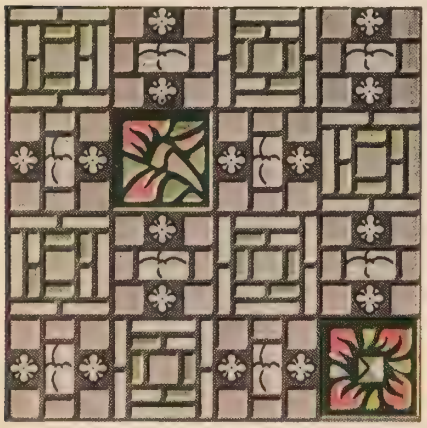
Best Sellers in Any Stock—Armstrong's Printed Linoleum

No. 8486 Printed—Accolac Process
2 yards wide only

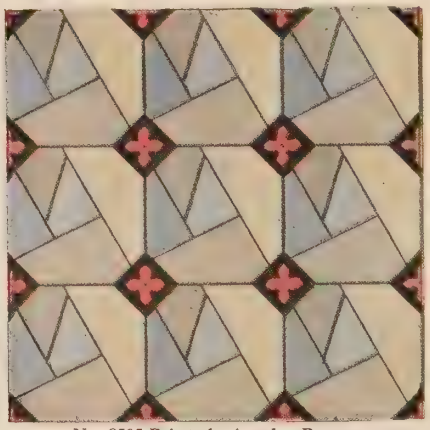
No. 8487 Printed—Accolac Process
2 yards wide only



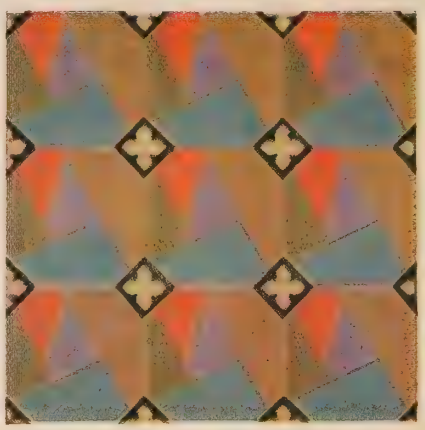
No. 8495 Printed—Accolac Process
2 and 4 yards wide



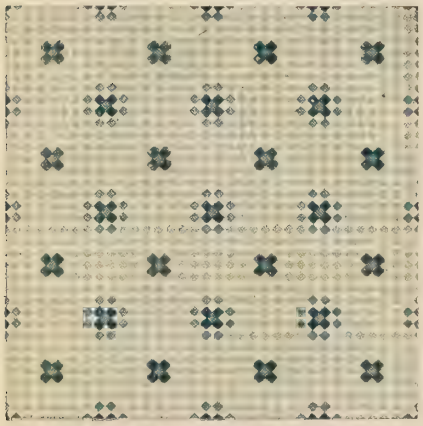
No. 8496 Printed—Accolac Process
2 and 4 yards wide



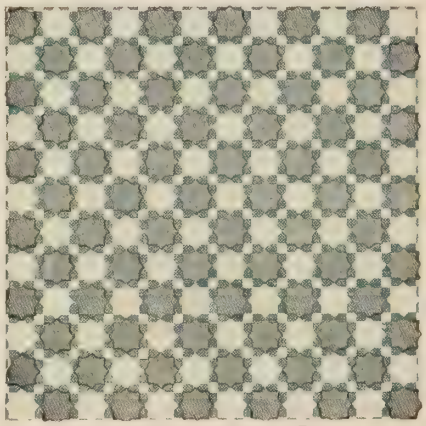
No. 8505 Printed—Accolac Process
2 yards wide only



No. 8506 Printed—Accolac Process
2 yards wide only



No. 8721 Printed—Accolac Process
2 yards wide only

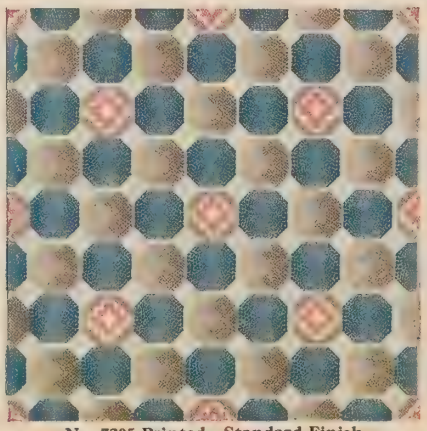


No. 8962 Printed—Accolac Process
2 yards wide only

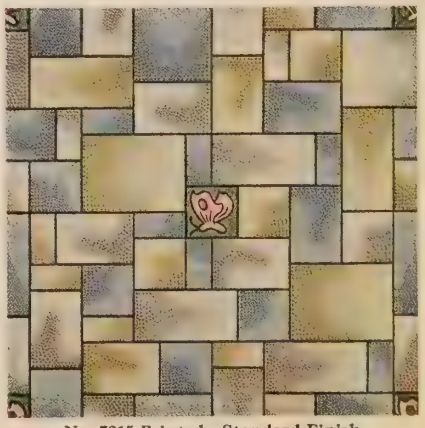
★

No. 7074 Printed—Standard Finish
2 and 4 yards wide

No. 7133 Printed—Standard Finish
2 yards wide only



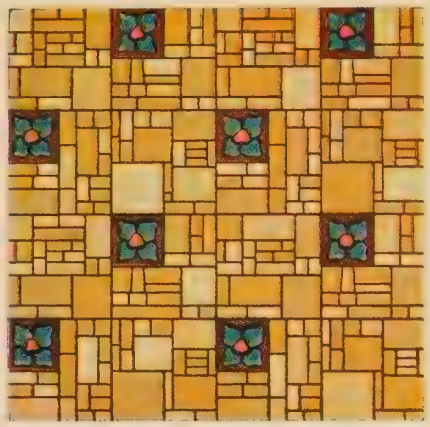
No. 7205 Printed—Standard Finish
2 yards wide only



No. 7215 Printed—Standard Finish
2 and 4 yards wide

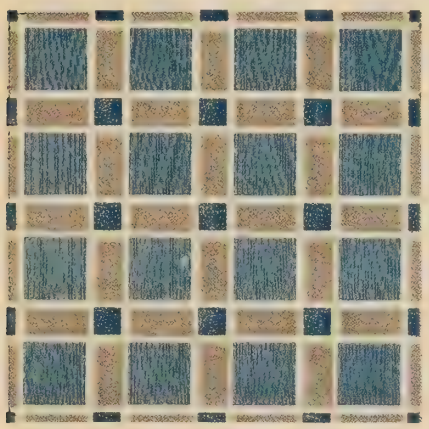
Printed Patterns Without Lacquer Finish—Quality at Low Cost

No. 7225 Printed—Standard Finish
2 and 4 yards wide

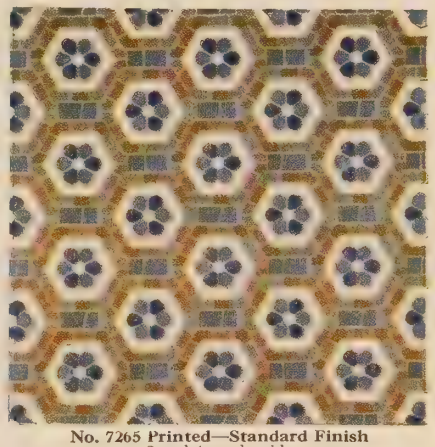


No. 7226 Printed—Standard Finish
2 yards wide only

No. 7245 Printed—Standard Finish
2 yards wide only



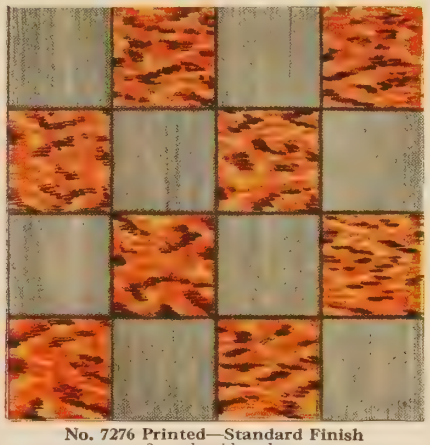
No. 7255 Printed—Standard Finish
2 and 4 yards wide



No. 7265 Printed—Standard Finish
2 and 4 yards wide

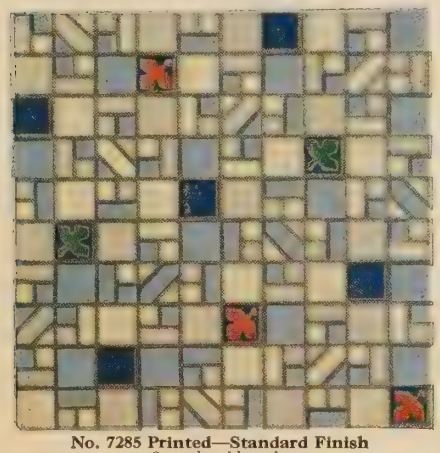
No. 7266 Printed—Standard Finish
2 and 4 yards wide

No. 7275 Printed—Standard Finish
2 and 4 yards wide

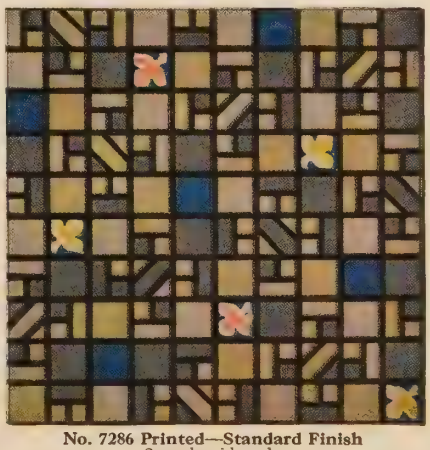


No. 7276 Printed—Standard Finish
2 yards wide only

No. 7277 Printed—Standard Finish
2 and 4 yards wide



No. 7285 Printed—Standard Finish
2 yards wide only



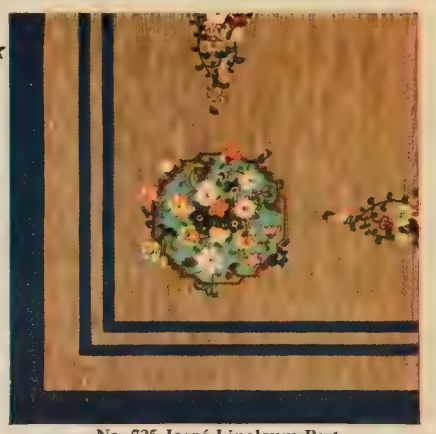
No. 7286 Printed—Standard Finish
2 yards wide only

No. 7322 Printed—Standard Finish
2 yards wide only

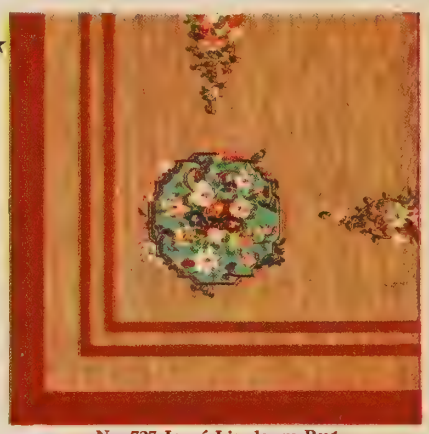
Armstrong's Jaspé Rugs—Smart Patterns All Accolac-Processed

No. 705 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 715 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′



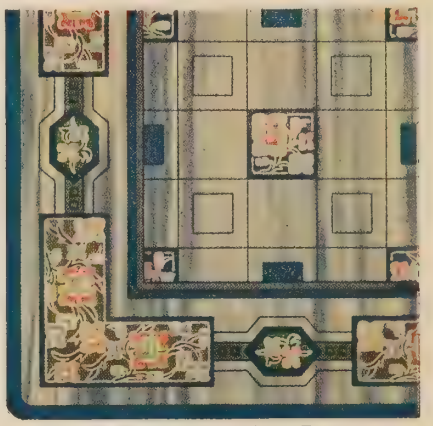
No. 725 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′



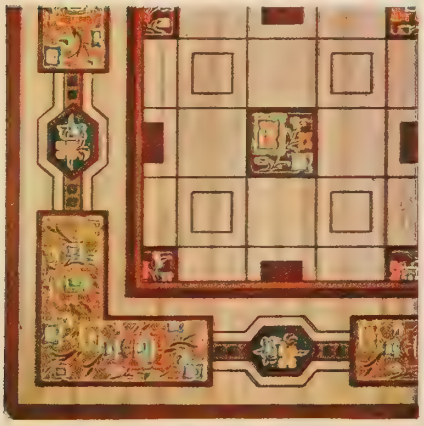
No. 727 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

No. 735 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

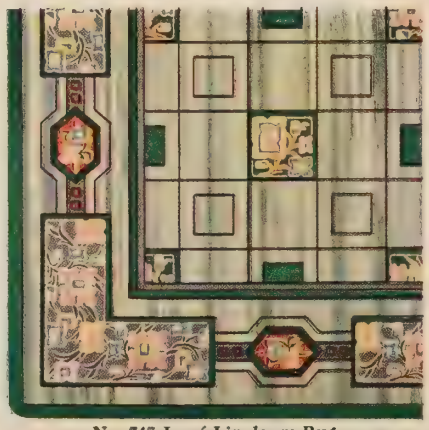
No. 736 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′



No. 745 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′



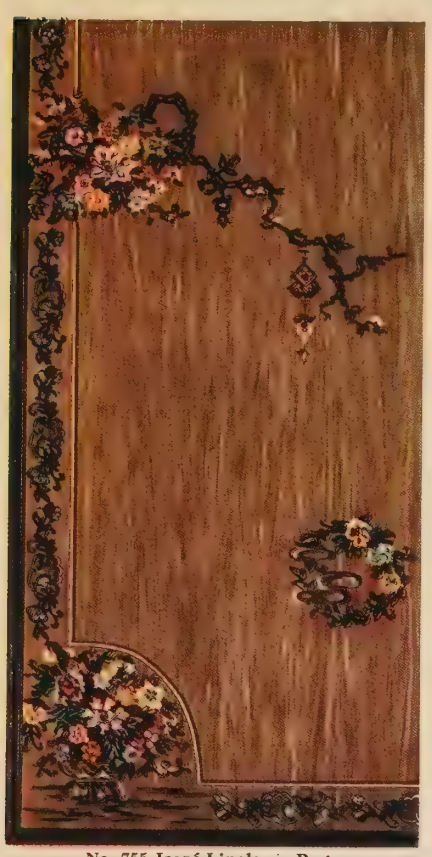
No. 746 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′



No. 747 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

No. 756 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

Attractive, Long-wearing Designs in Jaspé and Inlaid Rugs



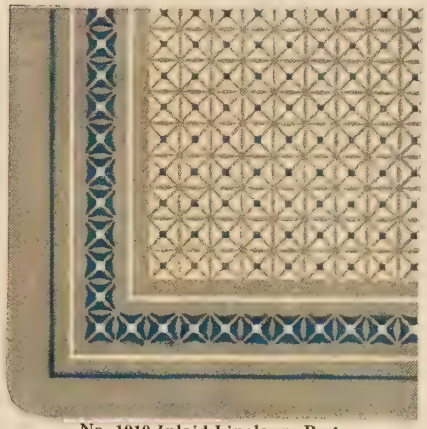
No. 755 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 757 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′

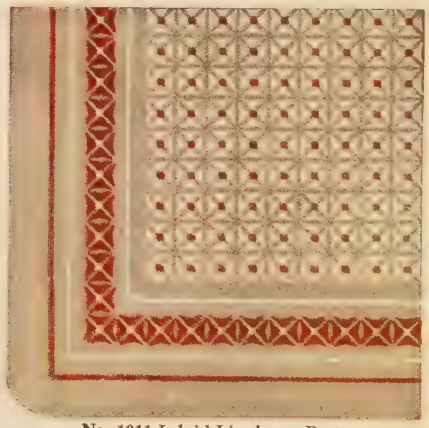
No. 766 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

No. 765 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

No. 767 Jaspé Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′



No. 1010 Inlaid Linoleum Rug
6′ x 9′, 9′ x 12′, and 12′ x 12′



No. 1011 Inlaid Linoleum Rug
6′ x 9′, 9′ x 12′, and 12′ x 12′

No. 1030 Inlaid Linoleum Rug
9′ x 12′ and 12′ x 12′

No. 1040 Inlaid Linoleum Rug
9′ x 12′ and 12′ x 12′

No. 1041 Inlaid Linoleum Rug
9′ x 12′ and 12′ x 12′

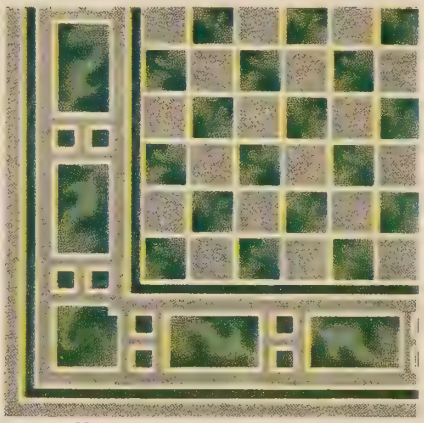
Armstrong's Printed Linoleum Rugs—Sealed by Accolac Process

No. 800 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12 x 15′

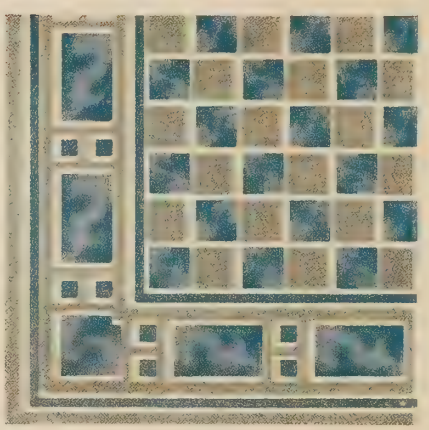
No. 801 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 802 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

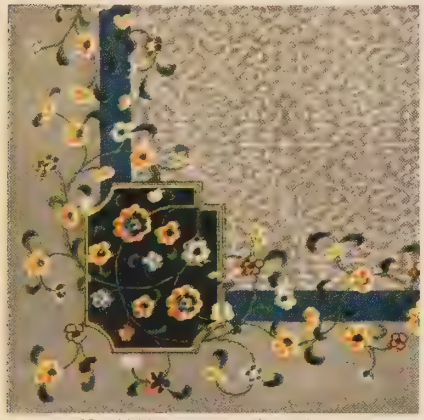
No. 803 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′



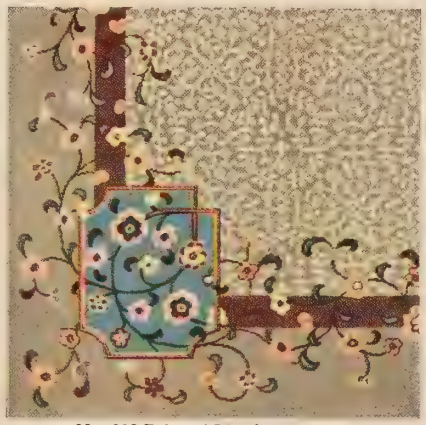
No. 867 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′



No. 868 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

★ 

No. 905 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

★ 

No. 908 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

★

No. 960 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

★

No. 961 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

★

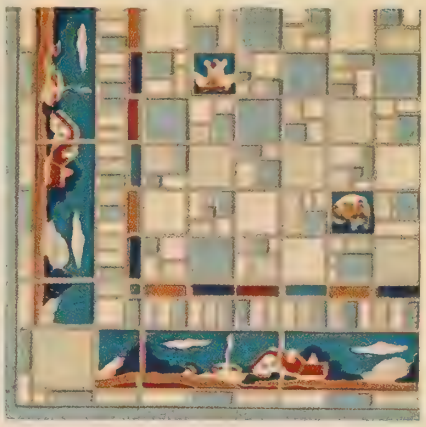
No. 962 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

No. 980 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9 x 10½′, 9′ x 12′
12′ x 12′ and 12′ x 15′

Armstrong's Stair and Passage Cloth Offers a Profitable Sideline

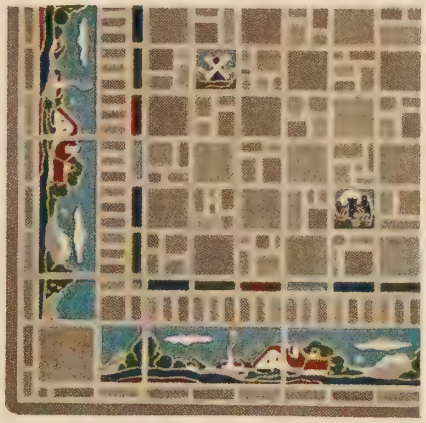
No. 981 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 982 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′



No. 990 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

No. 991 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′



No. 992 Printed Linoleum Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, 9′ x 12′
12′ x 12′, and 12′ x 15′

No. 100 Stair and Passage Cloth
24 inches wide only

No. 110 Stair and Passage Cloth
24 inches wide only

No. 111 Stair and Passage Cloth
24 inches wide only

No. S130 Jaspé Stair and Passage Cloth
24 inches wide only

No. S120 Jaspé Stair and Passage Cloth
24 inches wide only

No. S121 Jaspé Stair and Passage Cloth
24 inches wide only

No. S133 Jaspé Stair and Passage Cloth
24 inches wide only

No. S131 Jaspé Stair and Passage Cloth
24 inches wide only

No. S132 Jaspé Stair and Passage Cloth
24 inches wide only

Armstrong's Quaker Rugs—Rich Beauty at Low Cost

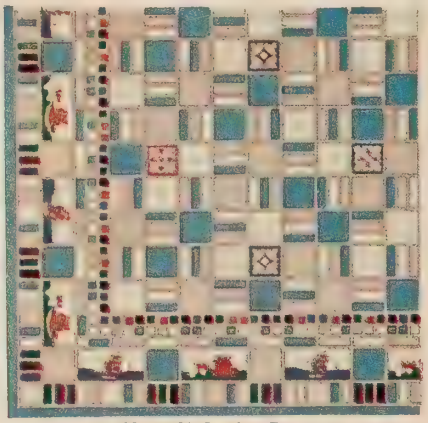
THE Armstrong Quaker Girl is one of the best known characters in the floor covering trade today. Your customers know her—they see her smile on the pages of their favorite magazines and newspapers, they have heard her voice and the delightful music of the Armstrong Quakers on the air. They know her as the trade-mark of the line of Armstrong's Quaker Rugs—attractive designs, easy to clean, durable finish, and low cost.

There are twenty-six designs in Quaker Rugs in the 1929 Line, including a variety of unusually interesting new effects. Made on a base of thick, tough felt, printed in heavy oil paints, and finished by the Accolac Process, the Armstrong Quaker Rug is a quality product. Surface dirt can be easily wiped off. Stains and grease spots can be removed at once with a little soap and water. The glossy Accolac Process protects the pattern of every Armstrong Quaker Rug. Each one is guaranteed by the Armstrong Quaker Girl Certificate.

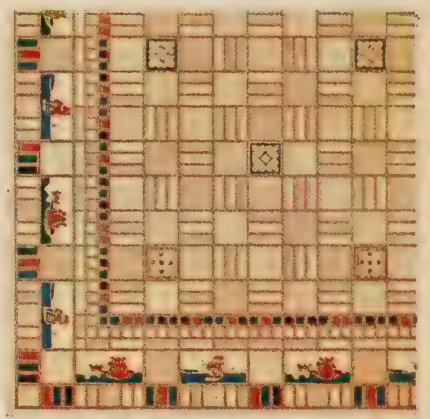
All the women in your community know about Quaker Rugs. Many of them have seen the booklet, "Rich Beauty at Low Cost," which shows some of the attractive patterns in which the rugs are made. Their children are playing with the Armstrong Quaker Doll Cut-Out Set—another way of taking Quaker Rug patterns into the home. The way has been paved for you to reap a rich harvest in the sale of Armstrong's Quaker Rugs and Piece Goods, inexpensive floor coverings of real merit—by featuring this line in your window displays, newspaper advertising, and floor covering department. Keep your eye on the Quaker Girl—she's working for your store.

No. 4570 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′
9′ x 12′, and 9′ x 15′

No. 4571 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′
9′ x 12′, and 9′ x 15′



No. 4580 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

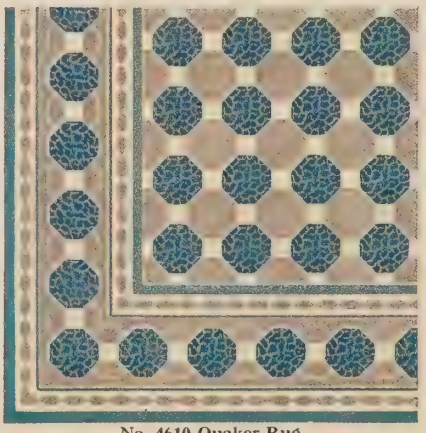


No. 4581 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

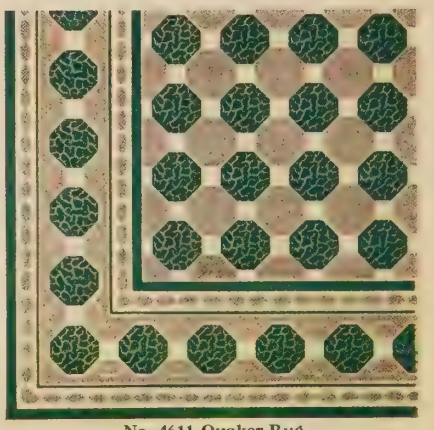
No. 4590 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 6′ x 9′, 7½′ x 9′
9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 4591 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 6′ x 9′, 7½′ x 9′
9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 4592 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 6′ x 9′, 7½′ x 9′
9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′



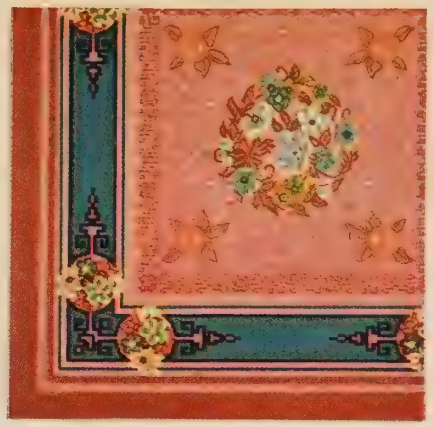
No. 4610 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 6′ x 9′, 7½′ x 9′
9′ x 9′, 9′ x 10½′, 9′ x 12′ and 9′ x 15′



No. 4611 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 6′ x 9′, 7½′ x 9′
9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

New Designs, Modern Colorings—All Finished by Accolac Process

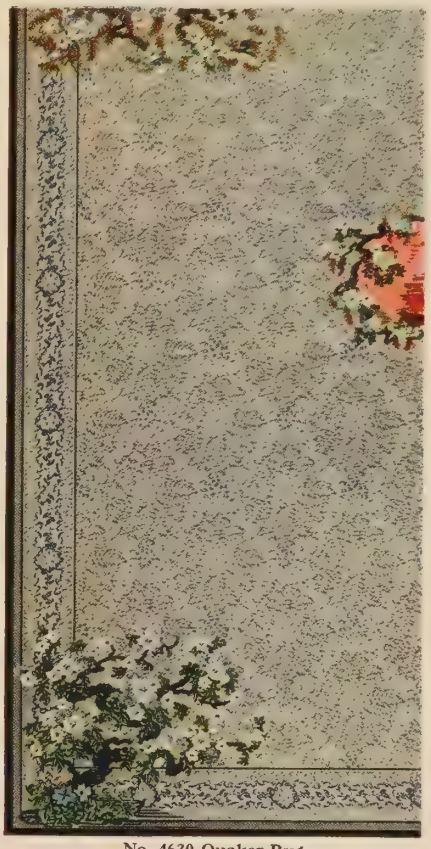
No. 4620 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′



No. 4621 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 4622 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 4623 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′



No. 4630 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 4631 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 4640 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 4632 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9 x 12′

No. 4641 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 4642 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 4643 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

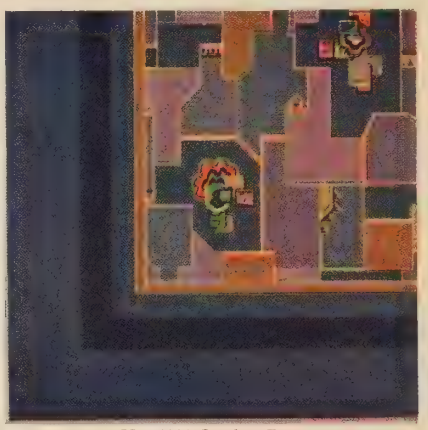
Armstrong's Quaker Rugs and Piece Goods—Felt-Base—Accolac

No. 4650 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′
9′ x 12′, and 9′ x 15′

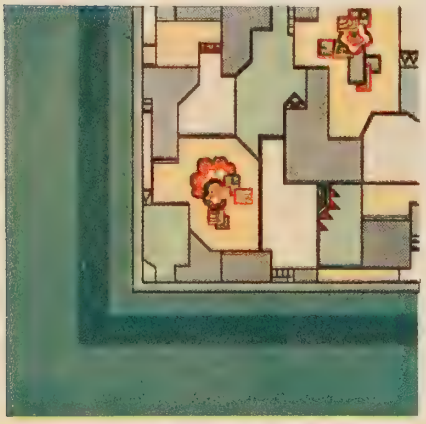
No. 4651 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′
9′ x 12′, and 9′ x 15′

No. 4652 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 4660 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′

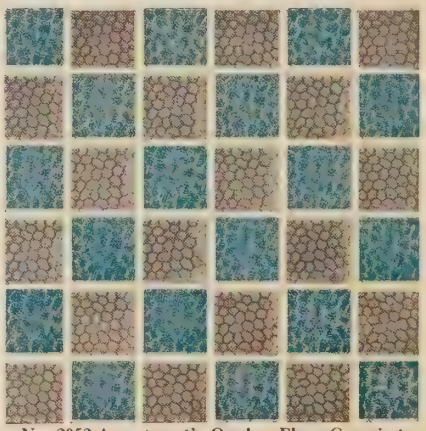


No. 4661 Quaker Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′



No. 4662 Quaker Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′

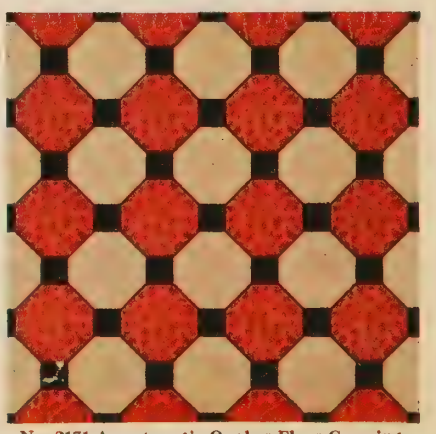
No. 2050 Armstrong's Quaker Floor Covering
2 yards wide only



No. 2052 Armstrong's Quaker Floor Covering
2 and 3 yards wide

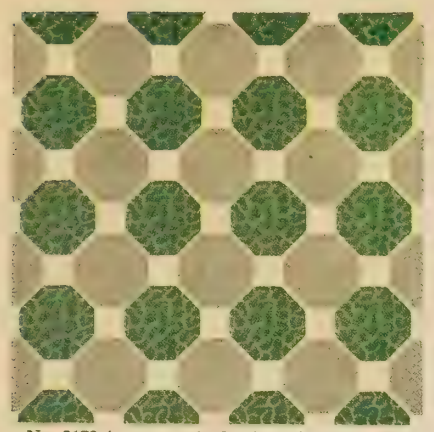
No. 2080 Armstrong's Quaker Floor Covering
2 yards wide only

No. 2170 Armstrong's Quaker Floor Covering
2 and 3 yards wide

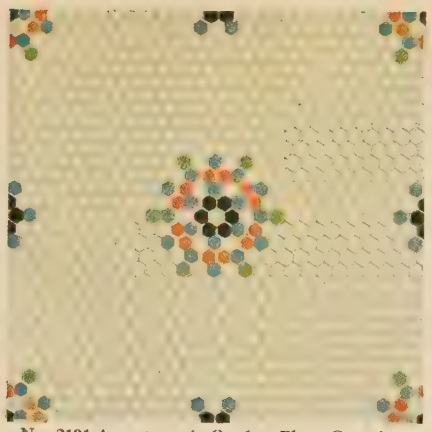


No. 2171 Armstrong's Quaker Floor Covering
2 yards wide only

Armstrong's Quaker Floor Covering—An Excellent Buy



No. 2172 Armstrong's Quaker Floor Covering
2 and 3 yards wide

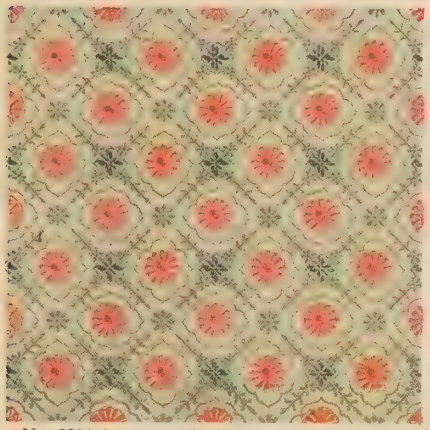


No. 2191 Armstrong's Quaker Floor Covering
2 yards wide only

★

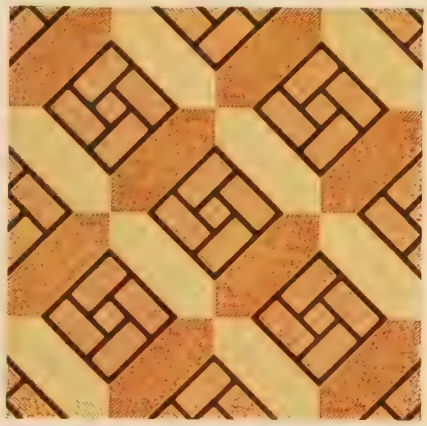
No. 2200 Armstrong's Quaker Floor Covering
2 and 3 yards wide

★



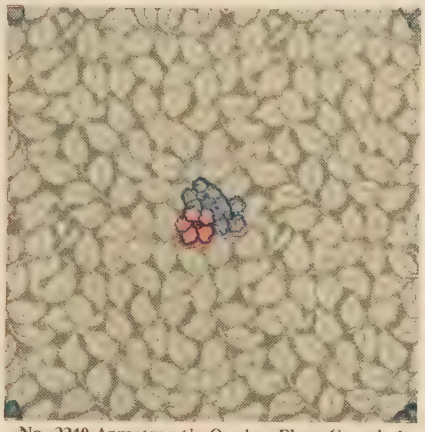
No. 2201 Armstrong's Quaker Floor Covering
2 yards wide only

No. 2220 Armstrong's Quaker Floor Covering
2 yards wide only

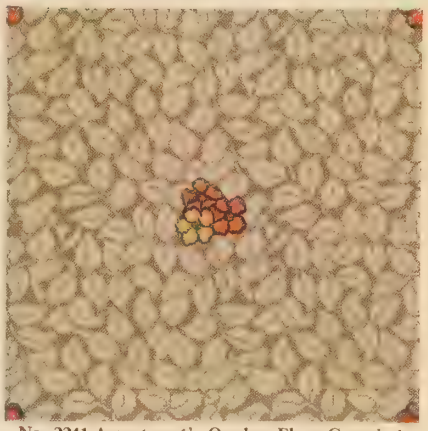


No. 2221 Armstrong's Quaker Floor Covering
2 yards wide only

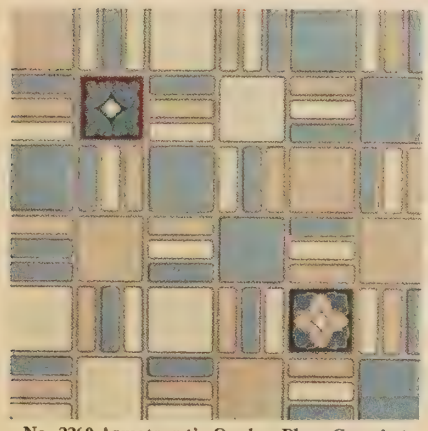
No. 2230 Armstrong's Quaker Floor Covering
2 and 3 yards wide



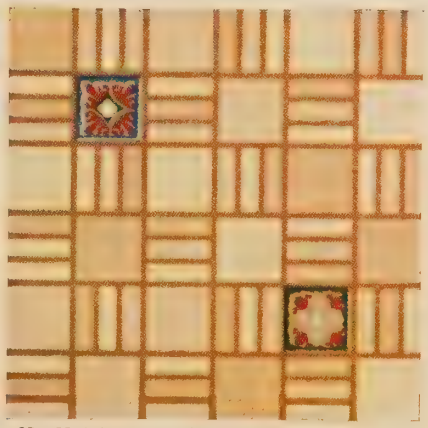
No. 2240 Armstrong's Quaker Floor Covering
2 and 3 yards wide



No. 2241 Armstrong's Quaker Floor Covering
2 yards wide only



No. 2260 Armstrong's Quaker Floor Covering
2 and 3 yards wide

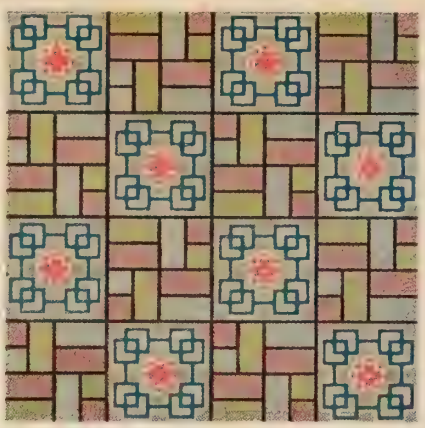


No. 2261 Armstrong's Quaker Floor Covering
2 and 3 yards wide

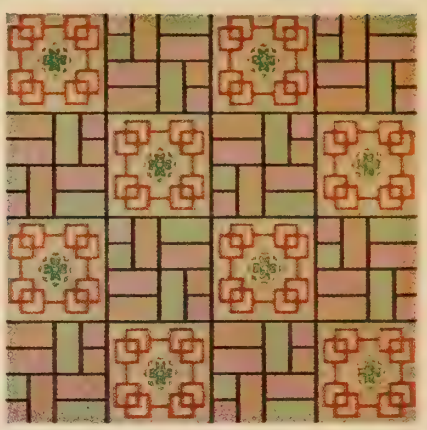
No. 2270 Armstrong's Quaker Floor Covering
2 and 3 yards wide

Sell This Advertised Line—Armstrong's Quaker Floor Covering

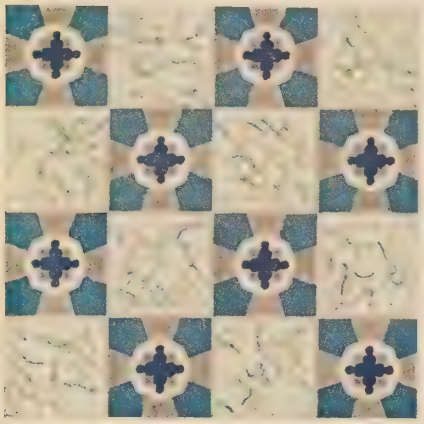
No. 2271 Armstrong's Quaker Floor Covering
2 and 3 yards wide



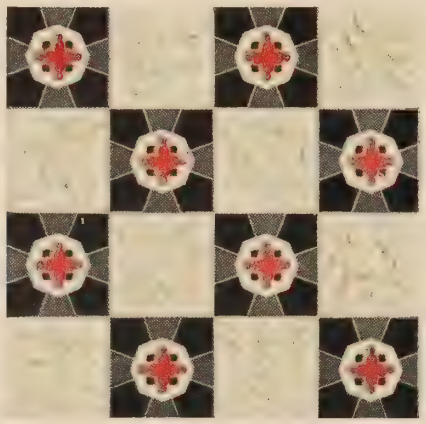
No. 2280 Armstrong's Quaker Floor Covering
2 yards wide only



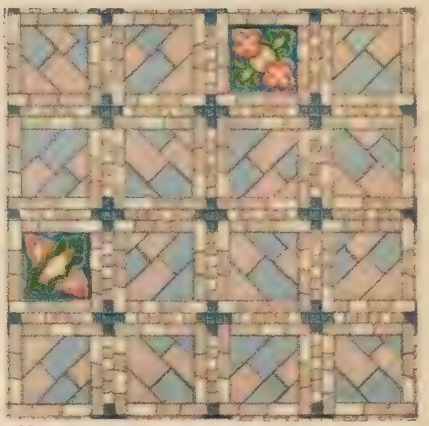
No. 2281 Armstrong's Quaker Floor Covering
2 yards wide only



No. 2290 Armstrong's Quaker Floor Covering
2 and 3 yards wide

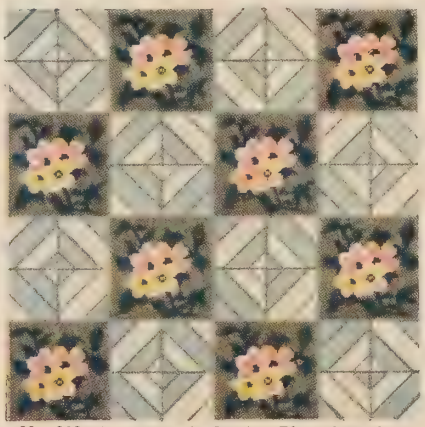


No. 2291 Armstrong's Quaker Floor Covering
2 and 3 yards wide



No. 2310 Armstrong's Quaker Floor Covering
2 and 3 yards wide

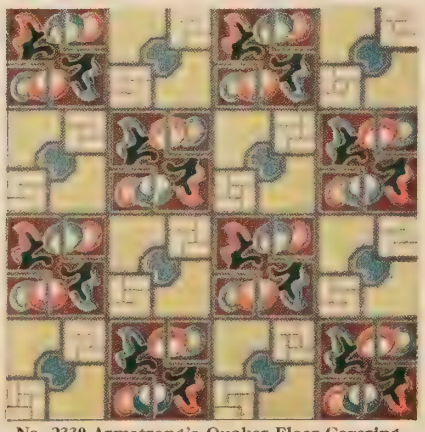
No. 2311 Armstrong's Quaker Floor Covering
2 and 3 yards wide



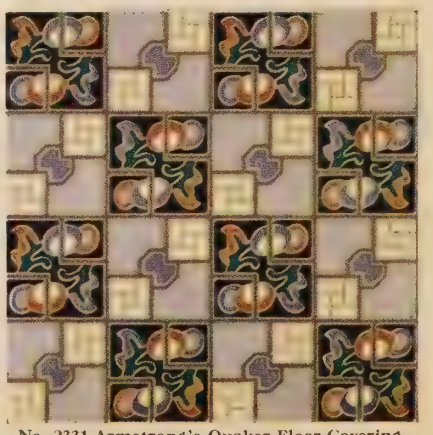
No. 2320 Armstrong's Quaker Floor Covering
2 and 3 yards wide

No. 2321 Armstrong's Quaker Floor Covering
2 and 3 yards wide

No. 2322 Armstrong's Quaker Floor Covering
2 yards wide only

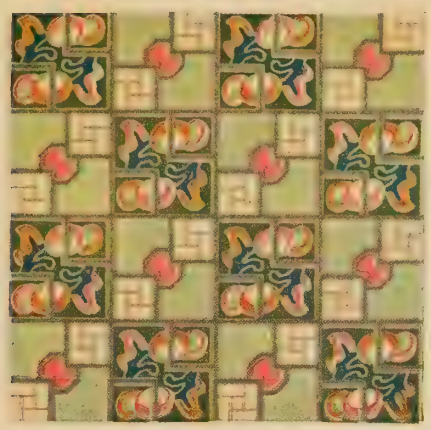


No. 2330 Armstrong's Quaker Floor Covering
2 yards wide only

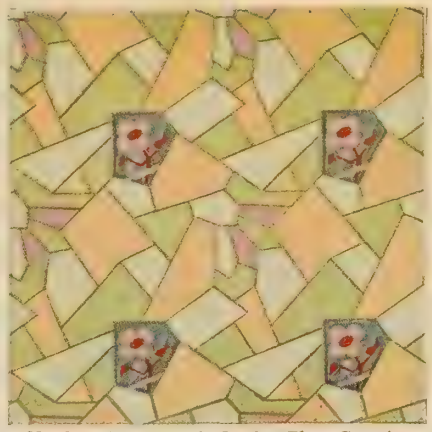


No. 2331 Armstrong's Quaker Floor Covering
2 and 3 yards wide

Your Customers All Know the Quaker Name and the Quaker Girl

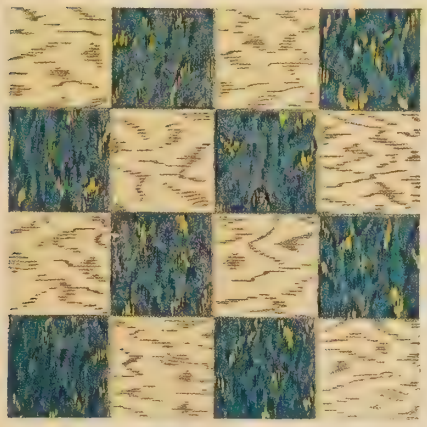


No. 2332 Armstrong's Quaker Floor Covering
2 and 3 yards wide



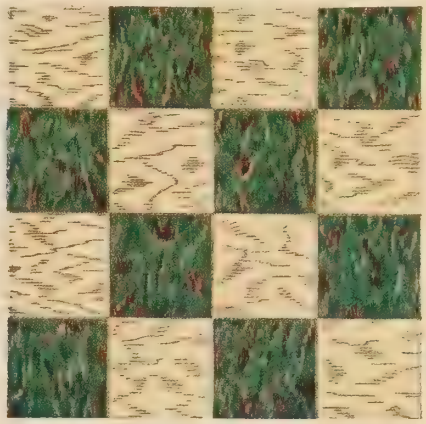
No. 2340 Armstrong's Quaker Floor Covering
2 yards wide only

No. 2341 Armstrong's Quaker Floor Covering
2 yards wide only

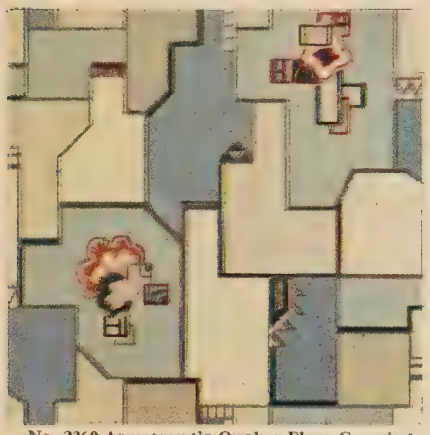


No. 2350 Armstrong's Quaker Floor Covering
2 and 3 yards wide

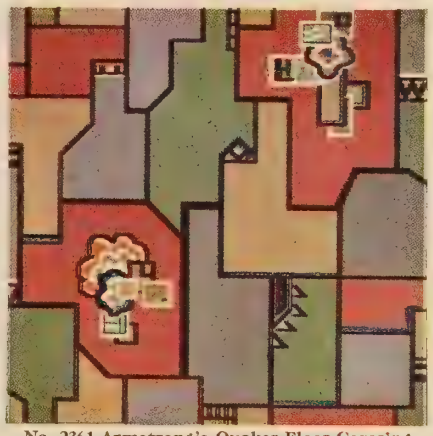
No. 2351 Armstrong's Quaker Floor Covering
2 yards wide only



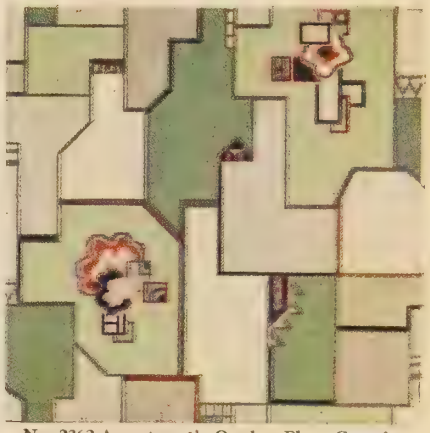
No. 2352 Armstrong's Quaker Floor Covering
2 and 3 yards wide



No. 2360 Armstrong's Quaker Floor Covering
2 and 3 yards wide

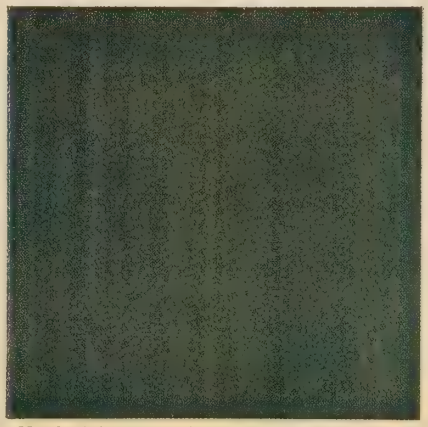


No. 2361 Armstrong's Quaker Floor Covering
2 and 3 yards wide



No. 2362 Armstrong's Quaker Floor Covering
2 yards wide only

No. 2370 Armstrong's Quaker Floor Covering
2 yards wide only



No. 2371 Armstrong's Quaker Floor Covering
2 yards wide only

No. 2372 Armstrong's Quaker Floor Covering
2 yards wide only

Armstrong's Standard-Felt Rugs—Without Lacquer Finish

★

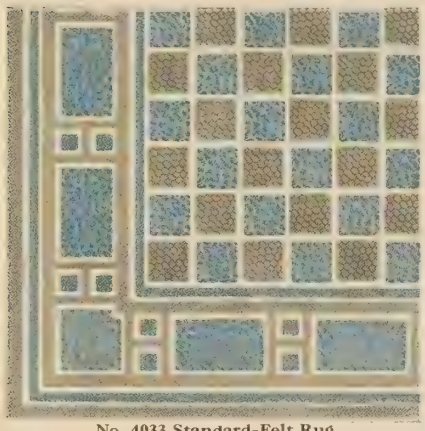
No. 4005 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

★

No. 4006 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

★

No. 4007 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′



No. 4033 Standard-Felt Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

★

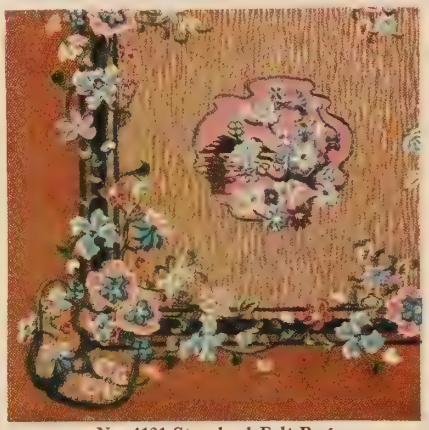
No. 4120 Standard-Felt Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

★

No. 4122 Standard-Felt Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

★

No. 4130 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′

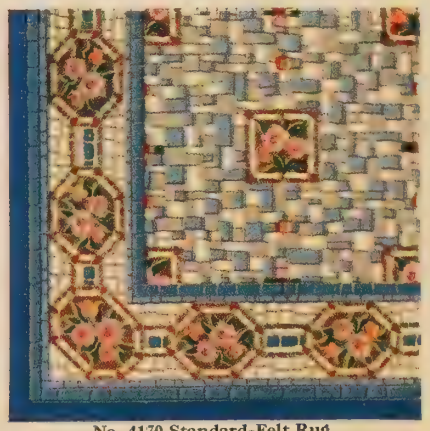
★ 

No. 4131 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 4160 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

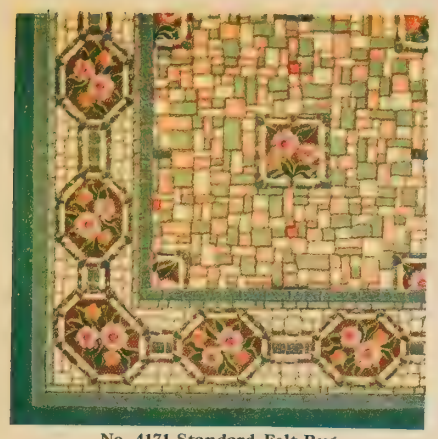
No. 4161 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′

No. 4162 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, and 9′ x 12′



No. 4170 Standard-Felt Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′
7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

Floor Coverings at the Lowest Prices Consistent with Quality



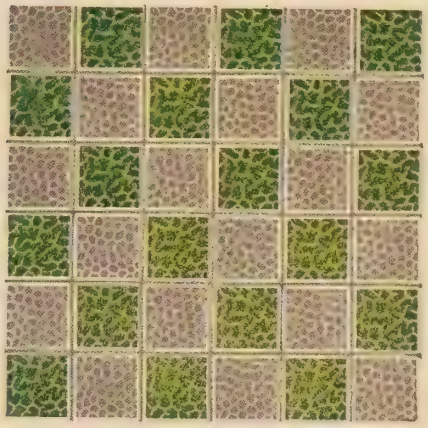
No. 4171 Standard-Felt Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 4172 Standard-Felt Rug
18″ x 36″, 3′ x 4½′, 3′ x 6′, 4½′ x 4½′, 6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 4180 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 4181 Standard-Felt Rug
6′ x 9′, 7½′ x 9′, 9′ x 9′, 9′ x 10½′, 9′ x 12′, and 9′ x 15′

No. 12002 Standard-Felt Floor Covering
2 and 3 yards wide



No. 12003 Standard-Felt Floor Covering
2 and 3 yards wide

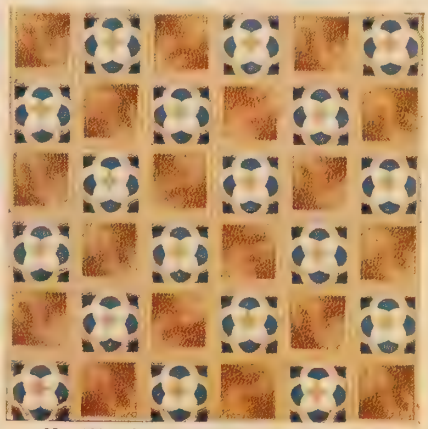
No. 12020 Standard-Felt Floor Covering
2 yards wide only

No. 12021 Standard-Felt Floor Covering
2 yards wide only

No. 12030 Standard-Felt Floor Covering
2 and 3 yards wide

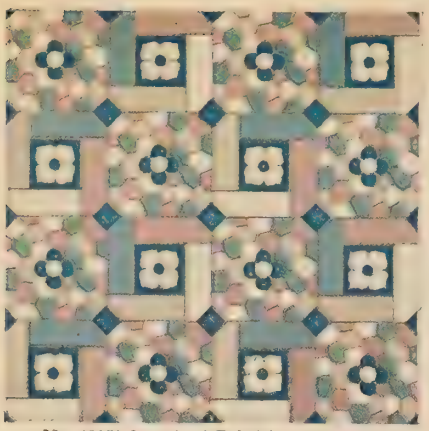
No. 12031 Standard-Felt Floor Covering
2 and 3 yards wide

No. 12040 Standard-Felt Floor Covering
2 and 3 yards wide

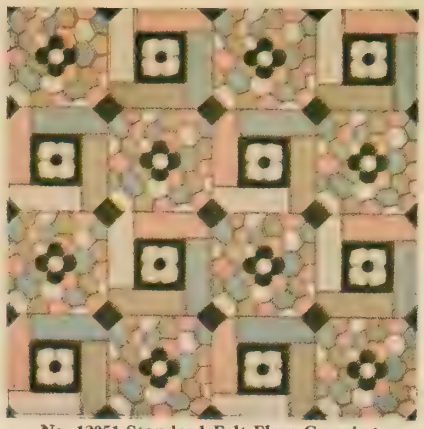


No. 12041 Standard-Felt Floor Covering
2 and 3 yards wide

Armstrong's Standard-Felt Piece Goods—Not Lacquered

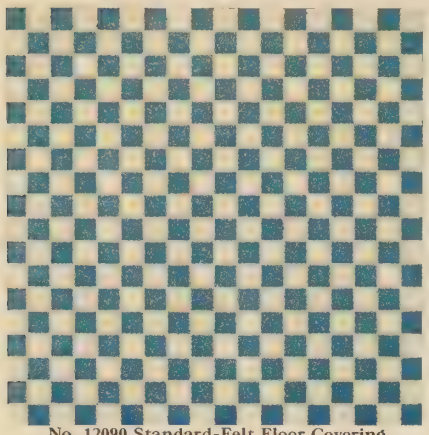


No. 12050 Standard-Felt Floor Covering
2 yards wide only



No. 12051 Standard-Felt Floor Covering
2 yards wide only

No. 12060 Standard-Felt Floor Covering
2 yards wide only



No. 12090 Standard-Felt Floor Covering
2 yards wide only

No. 12100 Standard-Felt Floor Covering
2 yards wide only

No. 12101 Standard-Felt Floor Covering
2 yards wide only

No. 12110 Standard-Felt Floor Covering
2 and 3 yards wide

No. 12111 Standard-Felt Floor Covering
2 yards wide only

No. 12112 Standard-Felt Floor Covering
2 and 3 yards wide

Armstrong's Rug Display Rack Helps Sell Rugs

THE Armstrong Rug Display Rack shown here carries corner sections of 6 x 9-foot rugs, two rug corners clamped back to back in each steel arm, swinging from an upright, sturdy frame. The rug corners are easily removable so that they may be shown to a customer either on the rack or on the floor.

The entire rack, exclusive of rug corners, weighs approximately 200 pounds and, as it is fitted with casters, may be moved about to any convenient point on the floor. When not in use the rack may be pushed against the wall.

The rug rack as shipped from the factory at Lancaster, or wholesale stock, includes malleable iron base, steel beam frame, enameled name sign, and six steel arms. Extra steel arms (capacity of the rack frame is twelve arms) may be had at a small additional charge.

Corners of any Armstrong Rug, 36x54 inches in size, will be sold to fit this rack.

Armstrong's Quaker Passage Cloth and Felt-Base Rug Border

ARMSTRONG'S Quaker Passage Cloth is made in four colorings of one pattern, 24 inches wide only. Printed on heavy saturated felt, and protected by the Accolac Process, Quaker Passage Cloth is a practical floor material for corridors and halls.

Armstrong's Felt-Base Rug Border is made of a good grade of saturated felt with waterproof back. There are eight patterns, seven made 24 inches and 36 inches wide, two designs also made 2 yards wide, and No. 55 manufactured 2 yards wide only without a border so that it can be laid from wall to wall in corridors and small rooms.

Rug Border is not finished by the Accolac Process, but the patterns are imprinted on the surface in durable, glossy varnish finish oil paints. Two designs are also available in a dull finish—No. 56, which is similar to glossy finish No. 50; and No. 57, similar to No. 51. Armstrong's Felt-Base Rug Border does not stick to the floor and lies flat without buckling or curling.

No. P200 Armstrong's Quaker Passage Cloth
24 inches wide only

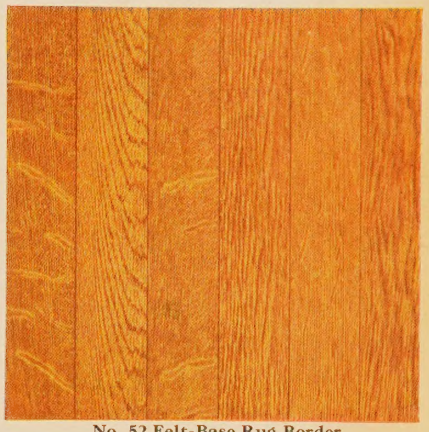
No. P201 Armstrong's Quaker Passage Cloth
24 inches wide only

No. P202 Armstrong's Quaker Passage Cloth
24 inches wide only

No. P203 Armstrong's Quaker Passage Cloth
24 inches wide only

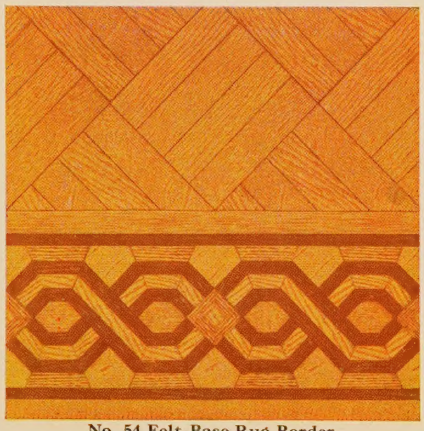
No. 50 Felt-Base Rug Border
24 in., 36 in., and 2 yds. wide
Also in dull finish No. 56, 24 in. and 36 in. wide

No. 51 Felt-Base Rug Border
24 in. and 36 in. wide
Also in dull finish No. 57, 24 in. and 36 in. wide

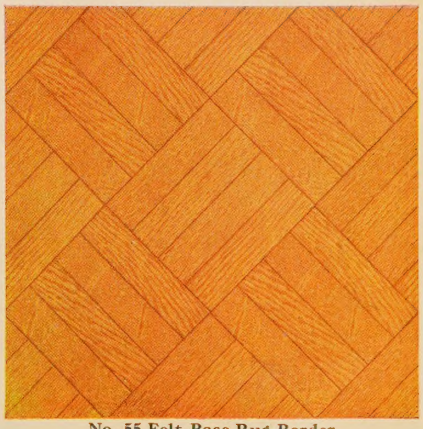


No. 52 Felt-Base Rug Border
24 in., 36 in., and 2 yds. wide

No. 53 Felt-Base Rug Border
24 in. and 36 in. wide



No. 54 Felt-Base Rug Border
24 in. and 36 in. wide



No. 55 Felt-Base Rug Border
2 yards wide only, without border

Shipping Weights of Armstrong Floor Products

	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
Battleship—¼-inch	2	16.2	974
Battleship—6mm	2	15.3	920
Battleship—3/16-inch	2	12.4	744
Light Battleship	2	9.1	547
Plain—A Gauge	2	9.5	571
Plain—B Gauge	2	8.2	491
Plain—C Gauge	2	6.5	391
Plain—D Gauge	2	5.4	326
Cork Carpet—XXX Gauge	2	9.5	570
Cork Carpet—XX Gauge	2	8.2	494
Inset Jaspé—3/16-inch	2	15.0	900
Inset Jaspé—A Gauge	2	10.9	655
Jaspé—3/16-inch	2	11.6	698
Jaspé—A Gauge	2	8.6	517
Jaspé—B Gauge	2	8.0	479
Jaspé—C Gauge	2	6.4	385
Handmade Marble Inlaid—Lt. Battleship	2	12.0	722
Handmade Marble Inlaid—A Gauge	2	10.1	607
Marble Border—Lt. Battleship	2	12.0	722
Marble Border—A Gauge	2	10.1	607
De Luxe Marble Inlaid—A Gauge	2	10.2	613
De Luxe Marble Inlaid—B Gauge	2	7.9	473
Oak Plank Inlaid	2	7.9	473
Parquetry Inlaid	2	10.2	613
Granite Inlaid—B Gauge	2	7.6	455
Granite Inlaid—C Gauge	2	5.3	319
Straight Line Inlaid—A Gauge	2	10.2	613
Straight Line Inlaid—D Gauge	2	6.0	362
Straight Line Inlaid—Z Gauge	2	5.3	318

	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
Embossed Inlaid—3/16-inch	2	15.1	906
Embossed Inlaid—A Gauge	2	9.5	572
Embossed Inlaid—B Gauge	2	7.9	475
Embossed Inlaid—C Gauge	2	6.2	371
Moulded Inlaid—B Gauge	2	7.6	455
Moulded Inlaid—C Gauge	2	5.9	355
Moulded Inlaid—C Gauge	4	5.9	715
Applikaid	2	7.3	437
Arabesq	2	4.9	294
Arabesq	4	4.9	587
Printed—Accolac Process	2	4.7	282
Printed—Accolac Process	2½	4.7	351
Printed—Accolac Process	3	4.7	414
Printed—Accolac Process	4	4.7	559
Printed—Standard Finish	2	4.6	276
Printed—Standard Finish	3	4.6	405
Printed—Standard Finish	4	4.6	547
Stair Cloth	⅔	3.8	77
Jaspé Stair Cloth	⅔	4.6	93
Quaker Piece Goods	2	4.5	272
Quaker Piece Goods	3	4.5	401†
*Standard-Felt Piece Goods	2	3.0	180
Standard-Felt Piece Goods	3	3.6	325†
*Felt-Base Rug Border	⅔	1.8**	81°
*Felt-Base Rug Border	1	2.7	162°
*Felt-Base Rug Border	2	2.7	162

*Wrapped in heavy paper for shipment, not crated
†Weight on the basis of 20 lineal-yard roll
**Weight of ⅔ square yard
°Weight on the basis of 60 lineal-yard roll

Armstrong's Rugs, Packed in Cartons Not Crated, Weight in Pounds

	Inlaid Lino.	Jaspé Lino.	Printed Lino.	Quaker Rugs	Standard Felt
6 x 9 feet	37	34	29	28	28
7 feet 6 inches x 9 feet		41	35	36	36
9 x 9 feet				42	42
9 feet x 10 feet 6 inches		54	49	48	48
9 x 12 feet	70	63	55	54	54
9 x 15 feet				68	68
12 x 12 feet	99	87	76		
12 x 15 feet		110	94		
**18 x 36 inches				52	52
*3 x 4½ feet				22	22
*4½ x 4½ feet				30	30
*3 x 6 feet				27	27

*Packed three rugs to a carton
**Packed twenty-four rugs to a carton

Shipping Weights of Sundries

	Weight per Package
Armstrong's Lining Felt	
1 roll—(25 yards to a roll)	40
1 roll—(50 yards to a roll)	78
Armstrong's Linoleum Paste	
1-gal. can—(1 to a carton)	14
1-gal. cans—(4 to a carton)	57
5-gal. pail	68
30-gal. drum	408
Armstrong's Waterproof Cement (No. 170)	
1-qt. cans—(24 to a box)	83
1-gal. can—(1 to a carton)	13
1-gal. cans—(4 to a carton)	52
5-gal. pail	60
Armstrong's Linoleum Liquid Wax	
1-pint cans (24 to a box)	33
1-quart cans (12 to a box)	31
½-gal. cans (6 to a box)	29
1-gal. cans (4 to a box)	38
5-gal. pail	42
Armstrong's Linoleum Paste Wax	
1-pound cans (24 to a box)	42
4-pound cans (4 to a box)	27

	Weight per Package
Armstrong's Linoleum Lacquer	
1-quart cans (12 to a carton)	30
1-gallon can (1 to a carton)	9¼
1-gallon cans (4 to a carton)	37
5-gallon can	49
Armstrong's Lacquer Thinner	
½-pint cans (24 to a carton)	16
1-pint cans (24 to a carton)	30
Miscellaneous	
Linoleum rollers	150
Rug sample racks (complete with six arms, crated)	140
Rug rack arms (six packed in wooden box)	15
Lacquer brushes (12 in a cardboard box)	2½
Unfilled sand bags (12 in a bundle)	1
Seam cutters (one in a cardboard box)	6½
Paste spreader (with rubber)	1
Extra rubbers for paste spreaders—each	⅛
Long blade knives (12 in a cardboard box)	2½
Short blade knives (12 in a cardboard box)	2
Straight edges (1 in a carton)	10

Table of Roll Yardage

Single rolls cannot be supplied larger than the maximum shown

	Square Yards Min.	Square Yards Max.
Printed Linoleum 2 yards wide	40	64
Printed Linoleum 2½ yards wide	50	80
Printed Linoleum 3 yards wide	60	96
Printed Linoleum 4 yards wide	80	128
All Inlaid Linoleum 2 yards wide	40	59
All Inlaid Linoleum 4 yards wide	80	120
All Jaspé Linoleum 2 yards wide	40	60
All Battleship and Plain 2 yards wide	40	64
Cork Carpet 2 yards wide	40	64
Quaker and Felt 2 yards wide	40	75
Standard-Felt 3 yards wide	45	115
Felt-Base Rug Borders 24 inches and 36 inches wide	45	60
Felt-Base Rug Borders 2 yards wide	40	60

Note: Crated weights given are averages only, but accurate enough for estimating freight. There may be slight variations in the weight of crated rolls, due to permissible variations in gauge (.005 inch plus or minus), differences in yardage of rolls, and in weight of crating lumber.

AVERY LIBRARY
COLUMBIA UNIVERSITY

AT
4138
AR5
1929

WHOLESALERS AND WAREHOUSING POINTS

Armstrong's Linoleum and Armstrong's Quaker Rugs and Floor Covering

Alabama

Birmingham.....Goodall-Brown Dry Goods Co.
Birmingham.....Renard Linoleum & Rug Co.

Arizona

Bisbee.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)
Phoenix.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)

Arkansas

Fort Smith.....Eads Bros. Furniture Co.
Little Rock.....The Brandon Stove Co.
Little Rock.....J. Kennard & Sons Carpet Co.
(Address, Home Office, St. Louis, Mo.)
Little Rock.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)

California

Los Angeles.....William Volker & Co.
San Francisco...Walton N. Moore Dry Goods Co.
San Francisco.....William Volker & Co.

Colorado

Denver.....William Volker & Co.
Grand Junction.....William Volker & Co.
(Address, Home Office, Denver, Col.)
Pueblo.....William Volker & Co.
(Address, Home Office, Denver, Col.)

Connecticut

Hartford.....Empire Carpet Corporation

Florida

Jacksonville.....Swindal-Powell Co.

Georgia

Atlanta.....Rosenfeld Company

Idaho

Boise.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)
Pocatello.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)

Illinois

Chicago.....Carson Pirie Scott & Co.
366 West Adams St.
Chicago.....Glabman Brothers, Inc.
1306-16 Newberry Ave.
Chicago.....O. W. Richardson & Co.
230 West Monroe St.
Springfield.....Axtell-Kramer Co.

Indiana

Evansville.....Carson Pirie Scott & Co.
(Address, Home Office, Chicago, Ill.)
Evansville.....J. Kennard & Sons Carpet Co.
(Address, Home Office, St. Louis, Mo.)
Indianapolis.....Hibben, Hollweg & Co.
Indianapolis.....J. Kennard & Sons Carpet Co.
Richmond.....Adam H. Bartel Company
Vincennes.....The Saiter-Morgan Co.

Iowa

Cedar Rapids.....Welch-Cook-Beals Co.
Des Moines.....Robertson-Boydston Co.

Kansas

Wichita.....Innes Wholesale Furniture Co.
Wichita.....William Volker & Co.

Kentucky

Lexington.....Ades-Lexington Dry Goods Co.
Louisville.....The Otis Hidden Co., Inc.

Louisiana

New Orleans.....Renard Linoleum & Rug Co.
Shreveport.....Booth Furniture & Carpet Co.
Shreveport.....Wm. R. Moore Dry Goods Co.
(Address, Home Office, Memphis, Tenn.)

Maryland

Baltimore.....Empire Carpet Corporation
Baltimore.....J. J. Haines & Co.
Baltimore.....Daniel Miller Company
Cumberland..Cumberland Dry Goods & Notion Co.

Massachusetts

Boston.....C. C. Bailey Co., Inc.
Boston.....Empire Carpet Corporation
Boston.....E. L. Ham Co.
Boston.....Joseph M. O'Callaghan Co.

Michigan

Detroit.....Burnham, Stoepel & Co.
Detroit.....C. A. Finsterwald Co.
Grand Rapids.....Herpolsheimer Company

Minnesota

Duluth.....Finch, Van Slyck & McConville
(Address, Home Office, St. Paul, Minn.)
Duluth.....Wyman, Partridge & Co.
(Address, Home Office, Minneapolis, Minn.)
Minneapolis.....Wyman, Partridge & Co.
St. Paul.....Finch, Van Slyck & McConville

Missouri

Joplin.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)
Kansas City.....William Volker & Co.
St. Joseph.....Tootle-Campbell Dry Goods Co.
St. Joseph.....Wheeler & Motter Mercantile Co.
St. Louis.....Ely & Walker Dry Goods Co.
St. Louis.....J. Kennard & Sons Carpet Co.
St. Louis.....Renard Linoleum & Rug Co.

Montana

Billings.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)
Butte.....Shiner Furniture Co.
Butte.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)
Great Falls.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)
Missoula.....Missoula Mercantile Company

Nebraska

Lincoln.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)
Omaha.....J. Kennard & Sons Carpet Co.
(Address, Home Office, St. Louis, Mo.)
Omaha.....Orchard & Wilhelm Co.

New Jersey

Passaic.....Jersey Carpet Co.

New Mexico

Albuquerque.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)

New York

Albany.....Albany Oil Cloth Company, Inc.
Brooklyn.....Stephen Ballard Corp.
(Address, Home Office, Montclair, N. J.)
Brooklyn.....Monarch Lino. & Rug Corp.
1711 Pacific Street
Buffalo.....Adam, Meldrum & Anderson Co.
Buffalo.....Clawson & Wilson Co.
Buffalo.....H. D. Taylor Co.
Buffalo.....Western Shade Cloth Co.
New York City.....Empire Carpet Corporation
230 Fifth Ave.
New York City.....Lack Carpet Co., Inc.
25 West 32nd St.
New York City.....Loring Lane Company
53-55 Beach St.
New York City.....Simon Manges & Son
14-16-18 E. 32nd St.
New York City...Trorlicht-Duncker Carpet Co.
40 E. 30th St.
New York City.....Walker & Heisler, Inc.
28 W. 23rd St.
Port Jervis.....Almarin Phillips
Rochester.....Linoleum Distributors, Inc.
Syracuse.....Columbia Jobbing Co.
Utica.....Albany Oil Cloth Company, Inc.
Utica.....Rathbun & Co.

North Carolina

Charlotte.....American Hdwe. & Equipment Co.
Lexington.....Peerless Mattress Co.
Goldsboro.....Royall & Borden Mfg. Co.

Ohio

Cincinnati.....Carson Pirie Scott & Co.
(Address, Home Office, Chicago, Ill.)
Cincinnati.....Felix Half & Brother, Inc.
Cleveland.....Burnham, Stoepel & Co.
Cleveland.....The Godin Carpet Company
Cleveland.....The Sterling & Welch Co.
Columbus.....Carson Pirie Scott & Co.
Columbus.....Renard Linoleum & Rug Co.
Mansfield.....The Hartman-Spreng Company
Toledo.....Baumgardner & Co.
Toledo.....Burnham, Stoepel & Co.
(Address, Home Office, Detroit, Mich.)

Oklahoma

Oklahoma City...J. Kennard & Sons Carpet Co.
(Address, Home Office, St. Louis, Mo.)
Oklahoma City.....William Volker & Co.
Tulsa.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)

Oregon

Portland.....Walton N. Moore Dry Goods Co.
(Address, Home Office, San Francisco, Cal.)
Portland.....William Volker & Co.

Pennsylvania

Allentown.....Royal Wholesale Company
Allentown.....L. H. Yeager Company
Altoona.....Anderson Paper and Twine Co.
Altoona.....The H. C. Prutzman Co., Inc.
Erie.....Joseph J. Weber
Huntingdon.....C. H. Miller Hardware Co.
Johnstown.....Anderson Paper & Twine Co.
Johnstown.....Swank Hardware Company
Lancaster.....Herr & Company
Lancaster.....Reilly Bros. & Raub
Lancaster.....Steinman Hardware Company
Lewisburg.....C. Dreisbach's Sons, Inc.
Philadelphia.....C. D. Artman
413 Cherry St.
Philadelphia.....William Campbell, Inc.
107 Church St.
Philadelphia.....George Geffner
26 Strawberry St.
Philadelphia.....Glanz, Behm & Herring
625 Chestnut St.
Philadelphia.....Samuel Kramer & Co.
40-42 N. 3rd St.
Philadelphia.....Landis & Co., Inc.
45 N. 3rd St.
Pittsburgh.....Arbuthnot-Stephenson Co.
Pittsburgh.....Felix Half & Brother, Inc.
Reading.....Bright & Company
Scranton.....Columbia Jobbing Company
Shamokin.....W. C. Hack & Sons
Shamokin.....Jones Hardware Company
York.....Gehly's Carpet House, Inc.

Rhode Island

Providence.....Ballou, Johnson & Nichols Co.

South Dakota

Sioux Falls.....Sioux Falls Paint and Glass Co.

Tennessee

Chattanooga.....National Feather & Pillow Co.
(Address, Home Office, Nashville, Tenn.)
Knoxville.....Sterchi Brothers
Memphis.....Wm. R. Moore Dry Goods Co.
Nashville.....National Feather & Pillow Co.

Texas

Amarillo.....Innes Wholesale Furniture Co.
(Address, Home Office, Wichita, Kans.)
Amarillo.....William Volker & Co.
(Address, Home Office, Dallas, Tex.)
Dallas.....William Volker & Co.
El Paso.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)
Houston.....William Volker & Co.
Wichita Falls.....William Volker & Co.
(Address, Home Office, Dallas, Tex.)

Utah

Ogden.....Boyle Furniture Co.
Salt Lake City.....William Volker & Co.

Vermont

Burlington.....A. B. Rugg Co.

Virginia

Roanoke.....J. J. Haines & Co.
(Address, Home Office, Baltimore, Md.)
Winchester.....T. J. Cooper & Sons

Washington

Seattle.....Walton N. Moore Dry Goods Co.
(Address, Home Office, San Francisco, Cal.)
Seattle.....William Volker & Co.
Spokane.....William Volker & Co.
(Address, Home Office, Seattle, Wash.)

West Virginia

Charleston.....Guthrie-Morris-Campbell Co.
Charleston.....Thomas, Field & Co.
Clarksburg.....The Koblegard Co.
Huntington.....Watts, Ritter & Company
Parkersburg.....The Brown-Kendall Company
Wheeling.....The John S. Naylor Co.

Wisconsin

Milwaukee.....Carson Pirie Scott & Co.
(Address, Home Office, Chicago, Ill.)
Milwaukee.....O. W. Richardson & Co.
(Address, Home Office, Chicago, Ill.)

Wyoming

Casper.....William Volker & Co.
(Address, Home Office, Denver, Col.)

ARMSTRONG CORK COMPANY, FLOOR DIVISION, LANCASTER, PENNA.

Atlanta, 1228 Candler Building
Boston, to be announced Jan. 1, 1929
Chicago, 1206 Heyworth Building
Cincinnati, 538 Dixie Terminal Building
Cleveland, 603-605 Hanna Building
Dallas, 706 Santa Fe Building
Denver, 720-721 Symes Building
Kansas City, 504 Huntzinger Building
Los Angeles, to be announced Jan. 1, 1929
Memphis, 1104 First National Bank Bldg.
Minneapolis, 912 Plymouth Building
New Orleans, 1833-36 Canal Bank Bldg.
New York City, 295 Fifth Avenue
St. Louis, 1102-3 Ambassador Building
San Francisco, 180 New Montgomery St.
Seattle, 803 Terminal Sales Building

Printed in U. S. A.